

Automotive

AUGUST 10, 1992

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NEWSPAPER

late news

Agreement near on trade pact

U.S., Mexican and Canadian negotiators appeared to be close to the final wording on a North American free-trade pact late last week.

The rules of origin on automobile content remain the "last, key sticking point" to wrapping up the controversial treaty, a project source said.

At the end of the week, the negotiations were headed toward a North American content standard of 60 percent to qualify for duty-free auto trade among the countries. That would be lower than the 65 to 70 percent that U.S. auto industry groups had lobbied for but higher than the 50 percent requirement that Japanese-industry interests urged.

—Lindsay Chappell

see LATE NEWS, 2

GM suppliers decry bid tactics

Some are forced to bid on their own projects

AL FLEMING
Industry Editor

TRAVERSE CITY, Mich. — The purchasing system created by General Motors worldwide purchasing czar J. Ignacio Lopez has caused such a stir among suppliers that some have resorted to a

grim sense of humor.

"It's good news, bad news," said one engine components supplier.

"The good news is we're bidding on 12 projects for GM.

"The bad news is five are our own."

Although Lopez did not attend the University of Michigan's Automotive Management Briefing seminar here last week, other GM executives tried to calm a flood of supplier concerns that dominated conversations among the 800 at-

tendees. The main thrust of the criticism is that Lopez wants unrealistic price cuts of 20 percent or more, and wants them so badly he is forcing suppliers to reopen and renegotiate signed contracts.

Many suppliers are unwilling to publicly voice their objections, fearing a loss of GM business or other reprisal as payment for their candor.

Suppliers attending the conference shared several Lopez horror stories:

see LOPEZ, 34



Lopez: controversy



HANS G. LEHMANN/HIDDEN IMAGE

Chrysler's PL subcompact sedan, snapped during testing, has a cab-forward design reminiscent of the Dodge Neon concept car. Chrysler will introduce the new subcompact in the 1994 model year, replacing the Dodge Shadow and Plymouth Sundance.

PRODUCT BARRAGE

Chrysler has new vehicles, but can't decide who sells them

First in a series exploring future product plans of the U.S. Big 3 and Asian and European importers.

MARY CONNELLY
Staff Reporter

One certainty: Chrysler Corp. plans to unleash a product barrage in the 1990s. One uncertainty: What brands will sell the new vehicles?

Chrysler is in the midst of replacing virtually its entire car and truck lineup by mid-decade. But while the company knows what products it wants to field, it hasn't decided what divisions will market the lineup of new cars and minivans.

Chrysler has said it plans to merge its Chrysler-Plymouth and Jeep-Eagle franchises by the year 2000 and is considering dropping either the Eagle or Plymouth brand as part of the consolidation.

The company has mounted a far-reaching study of how many brands, dealers and nameplates it will need by the end of the decade. So far, nothing has been finalized.

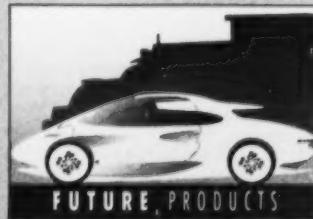
Chrysler President Robert Lutz has stressed that neither Eagle nor Plymouth faces imminent demise. "There are new products planned for both of those

franchises through the 1995 model year," he notes. Nonetheless, officials candidly acknowledge that Chrysler probably has too many brands and nameplates for today's market.

The company will launch a new subcompact in the 1994 model year and a new compact midway through the 1995 model year. The PL subcompact is a replacement for the Dodge Shadow and Plymouth Sundance. The JA compact is a replacement for the Dodge Spirit, Plymouth Acclaim and Chrysler LeBaron sedans. But Chrysler has not decided which of its retail networks will sell the PL or JA models. For example, a merged Jeep-Eagle-Chrysler-Plymouth franchise wouldn't likely need both a LeBaron and Acclaim JA sedan.

Even future marketing of Chrysler's successful

see CHRYSLER, 22



Iacocca exit has Kerkorian eyeing board

CHARLES M. THOMAS
Staff Reporter

Kirk Kerkorian, corporate raider and billionaire financier, is hinting that he wants a seat on Chrysler Corp.'s board of directors now that Chairman Lee Iacocca has said he will retire at year end.

Kerkorian has even called for a meeting with the board of directors as soon as possible to discuss what he terms "important issues."

"It's clear Kerkorian has requested a seat on the board but how much does 10 percent stock ownership get you — one seat or more," said Steve Girsky, analyst with New York-based Paine Webber. "Management will definitely meet with him — they would meet with anybody who is that big of a shareholder."

see CHRYSLER, 39

Downturn batters Japanese auto suppliers

Cracks appear in keiretsus as losses continue to swell

MARY ANN MASKERY
Staff Reporter

TOKYO — Japanese suppliers are bearing the brunt of the economic and political pressures pounding their industry.

The Japanese boom of the late 1980s has now

yielded a severe hangover, and the suppliers are suffering more than anyone else. By some estimates, they will face hard times for another 10 years.

"The suppliers will suffer severely," says analyst Katsumi Takahashi at the University Securities Research Institute. "They are the shock absorbers of the industry."

In the meantime, the pressure has exposed cracks in the vaunted Japanese keiretsu system of interlocking companies. With that, doors

could open for U.S. suppliers seeking business with Japanese automakers.

Japanese suppliers matched their manufacturers during the 1980s when the industry splurged on new plants and equipment. In the process, automakers nearly doubled lineups with multiple platforms and quadruple variations in fierce competition for niche sectors.

When the automakers started to move assembly to Kyushu in southern Japan, suppliers fol-

see KEIRETSU, 35

CAR DEALERSHIPS IN THE UNITED STATES

	July 1, 1992	Jan. 1, 1992
Chrysler Corp.	4,817	4,923
Ford Motor Co.	5,123*	5,144
General Motors	8,732	8,804
Total	18,672	18,871
Less intercorporate duals	495	515
Net Big 3	18,177	18,356
Import exclusives ...	3,865	3,941
Import-only duals ..	1,039	1,071
TOTAL	23,081	23,368

*Estimate

Source: Automotive News

Dealer tally is 23,081; down 287 in 1st half

JOHN K. TEAHEN JR.
Senior Editor

Dealership attrition slowed a bit in the first half of 1992, but the rate of loss remained high.

The latest Automotive News census found 23,081 new-car outlets in operation in the United States on July 1, down 287 from the 23,368 counted on Jan. 1. The dip compared with declines of 328 in the first half of 1991 and 576 in the second half of 1991.

A reduction in the death rate of dealerships is good news, but the trend line detracts from the pleasant tidings.

If the attrition continues at its first-half pace, this year's decline in the number of new-car stores will be 2.5 percent. Only three times in the last 25 years has the decline been greater than that. In 12 of those 25 years, it was 1 percent or less.

But even a 2.5 percent falloff this year would be a considerable improvement over 1991, when the total plunged 3.7 percent.

In the recession of a decade ago, the dealership population suffered successive annual declines of 5.6 percent in 1980, 2.4 percent in 1981 and 3.8 percent in 1982.

The first-half slip showed that the recession is definitely not over in the retail auto industry. Car sales have improved slightly this year, but for the dealer, sales are only part of the equation. Profit is

see CENSUS, 10

One dealer's battle plan > 13

Automotive News

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Kia's U.S. drive waits for financial fuel. PAGE 4

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South Africa head automaker to run Swedish maker. PAGE 4

U.S. AID
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SALES ROADBLOCK



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FUJI AIMS FOR BLACK
Subaru gets huge task of increasing sales in U.S. PAGE 8

MORE THAN A CRX
Honda begins shipping new del Sol model. PAGE 8

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HANS G. LEHMANN/HIDDEN IMAGE

Lumina APV gets a lift

A complete redesign is due for the 1996 model year, but Chevrolet will give the Lumina APV minivan a mild facelift for the 1994 model year. This spy shot shows changes such as a shortened front overhang along with a new hood and rounded headlights, which are partially covered on this prototype. The bumper also is new with a large, rounded air intake opening.



HANS G. LEHMANN/HIDDEN IMAGE

A Golf Variant

This wagon version of the Volkswagen Golf is expected to go on sale this fall in Europe, badged as the Golf Variant. Overall length is about 175 inches. Engine choices are a 60-horsepower, 1.4-liter four or a 115-hp, 2.0-liter four. Expected base price is the equivalent of about \$16,000.

latenews

CONTINUED
from PAGE 1

'95 Continental to get mod V-8

TRAVERSE CITY, Mich. — The 32-valve four-cam engine that Ford Motor Co. will introduce in the Mark VIII in December will be used in the new Continental, due in 1995.

Robert Transou, general manager of Ford's Powertrain Operations, confirmed that the powerful all-aluminum V-8 will be in the Continental, with some modifications, to give more torque in the mid to high range to compensate for the car's front-wheel-drive drivetrain.

The 32-valve engine will exceed 280 mph and more than likely will be used in the new Mustang as well, Transou said.

Transou would not confirm that Ford may introduce a five-speed automatic transmission in the new Taurus and Sable, due in 1995 or 1996. He said several companies are developing five-speed automatics to enhance fuel economy, particularly in larger vehicles.

— Kathy Jackson

Nissan buys GM engine blocks

TRAVERSE CITY, Mich. — Nissan North America Inc. has taken delivery of 100 engine blocks — the first of an estimated 10,000 per month — made by General Motors.

Shigenori Asoh, general manager of Nissan's international purchasing department, made the announcement last week at the University of Michigan Automotive Management Briefing seminar.

Under the agreement, GM

Powertrain in Defiance, Ohio, will supply cylinder blocks to Nissan's Yokohama plant, where 3.0-liter V-6 VG30 engines will be assembled. Nissan plans to purchase 10,000 blocks per month by April 1993, Asoh said.

Separately, Nissan said it would import to Japan \$3 million worth of Autolite advanced double-platinum spark plugs from Allied-Signal Automotive of Southfield, Mich.

Both announcements are part of Nissan's commitment to buy \$3.7 billion worth of U.S. parts and materials by 1995.

ASC to supply U.S.-built BMW

SOUTHGATE, Mich. — BMW AG has signed ASC Inc. to provide roof systems for its planned production vehicle in the United States.

ASC is the first supplier BMW has chosen.

The German company will have a total of 21 suppliers of major systems and approximately 30 sub-suppliers in North America for the new vehicle.

Problems grow for VW Mexico

MEXICO CITY — Volkswagen de Mexico announced Friday that parent Volkswagen AG has suspended an axle contract with its Mexican subsidiary because of the labor conflict that has shut VW's Mexican plant for three weeks.

The Puebla plant was building 1,200 axles a day for the German parent, a spokesman said.

The announcement may have been a warning to union dissidents. Last week, Volkswagen de Mexico awaited a decision on its petition to the Mexican

government to disband the union. Dissidents say a July 2 contract was negotiated without rank-and-file approval. The conflict led to work stoppages before VW closed the plant.

— John Watling

NADA buys auction data

After some saber rattling over price, N.A.D.A. Official Used Car Guide publishers agreed last week to a three-year extension of a contract to buy vehicle price data from AuctionNet.

AuctionNet is operated jointly by the National Auto Auction Association and the National Automobile Dealers Association.

Although officials declined to disclose the price of the data, sources said AuctionNet trimmed the price to NADA, which publishes the used-car price guide.

NADA uses the data to fix used-car and truck prices in the N.A.D.A. Official Used Car Guide, which has more than 400,000 subscribers.

— Charles M. Thomas

Illinois pounces on 78 dealers

SPRINGFIELD, Ill. — A surprise inspection of 78 new and used-car dealerships across Illinois revealed that every dealer had some non-compliance with Illinois consumer protection laws.

Of the 2,374 used cars inspected, 51 percent did not have Buyer's Guides posted in the windows.

The 1984 Federal Trade Commission Used Car Rule requires dealers to place a Buyer's Guide sticker in the window of each used car offered for sale.

The stickers provide warranty information.

briefly

Senate sticks up for content tag

Like the nutrition guide on the side of your favorite ice cream carton, autos may have to reveal how much imported content they have. The Senate last week voted to require window stickers on 1994 cars to list their U.S. content and identify countries that supply at least 15 percent of the parts. The bill has been praised by the UAW but is sure to be attacked by Japanese importers and transplants, since its counting method excludes port-installed options and U.S. factory costs like assembly labor and mortgage expenses.

EXPLORER OF OPTIONS — A sport-utility for Mercury dealers? "Unlikely but not impossible," says Alexander Trotman, Ford Motor Co. executive vice president. Trotman says the company will watch sales of the new Mercury Villager minivan for a couple years, and if Mercury dealers do extremely well with the Villager, "then that would pose a serious question for us," he said.

NO ROOM ON BANDWAGON — At an auto conference last week, Mazda President Yoshihiro Wada lauded the Big 3 for forming consortia to jointly research projects such as electric-car batteries and recycling. But when Wada suggested that the consortia open their membership to other automakers like Mazda for example, executives from the Big 3 balked, reported *The Detroit News*. But all is not lost. A General Motors executive said once the domestic automakers learn how to cooperate in "blissful harmony," maybe the doors will swing open for others.

SELL, SELL, SELL — B&K Chevrolet in Peoria, Ill., is taking program car sales seriously. Last week the dealership opened what it says is the largest indoor used-car mall in the world featuring program cars — over 300 under one roof. Customers can also enjoy a free snack bar and supervised child care at the facility. The dealership hopes to move 250 vehicles per month.

POLITICAL AWAKENING — Ford Motor Co. will host a Government Awareness Fair today rallying around the slogan GIP-O-GOOB (Get into Politics or Get Out Of Business). This is Ford's first effort to educate employees on the impact of political legislation on competitiveness. Workers may register to vote and acquire information on legislative issues. The fair will feature exhibits on technology and safety, lunch and marching band entertainment. Ford expects 1,000 employees to attend.

HIGH AND DRY — Chrysler Corp. Chairman Lee Iacocca said he was sorry to see Ross Perot drop out of the presidential race. Iacocca said Perot was the only candidate to talk to him at length about a possible cabinet post.

"I wish he had stayed in," Iacocca said at an auto conference sponsored by the University of Michigan in Traverse City, Mich. Iacocca will retire the end of the year and is a big proponent of balancing the trade deficit between the United States and Japan. He said he has not been approached by President Bush or Democratic candidate Bill Clinton.



Iacocca: disappointed

correction

Specifications for the Mitsubishi Mirage in a Page 32 table on Aug. 3 appeared to apply to all body styles. The dimensions were for two-door Mirages only.

Car sales still bleed dealers' net profit

CHARLES M. THOMAS
Staff Reporter

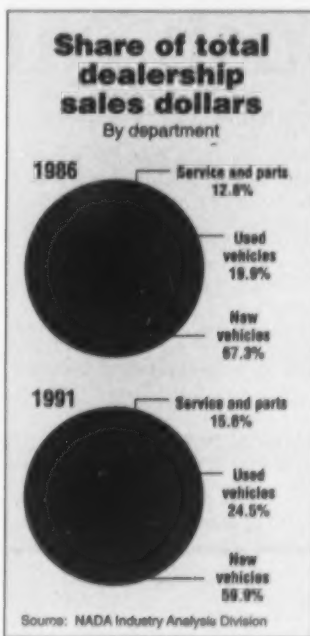
Hurt by weak sales and weary of an economy that seems to just bump along, dealers continue to lose money in their new-car departments while total dealership profit as a percent of sales is stagnant.

Profits in the new-car department, before sales expenses and overhead, fell to a record low of 7.1 percent in 1991, according to the National Automobile Dealers Association.

The 7.1 percent does not include sales of extended-service contracts or finance charges and other add-ons.

"Dealers have to ask themselves what their margin of profit is and what it will take to make money," said Richard Strauss, NADA president and owner of Dick Strauss Ford-Isuzu-Suzuki in Richmond, Va. "At 7.1 percent, a dealer is losing money."

From a record of \$313 billion in



CHARLOTTE WINTER / AUTOMOTIVE NEWS

1990, total dollar sales of all franchised new-car dealerships fell to \$305 billion in 1991, according to NADA Data, an annual study conducted by the association.

Slow new-car sales and only modest price hikes have kept the average dealership's total dollar sales stagnant for the past three years.

Total dealership net profit before taxes expressed as a percent of sales was 1 percent in 1991 — the same as in the prior two years.

see NADA, 34

Third Ford pickup in works for mid-'90s

New truck will be smaller than F Series, appear after '95

KATHY JACKSON
Staff Reporter

TRAVERSE CITY, Mich. — Declaring that Ford Motor Co. is "damned determined" to stay competitive in the pickup truck market, Alexander Trotman said the company will unveil a third pickup truck sometime after the 1995 model year.

Trotman, executive vice president of Ford North American Automotive Operations, was in Traverse City to address the University of Michigan's Automotive Management Briefing seminar. In an interview following his remarks, Trotman said the new truck will be larger than a mid-sized truck but smaller than the F series. He would not elaborate further.

Trotman discounted rumors that Ford will get out of the compact truck business and make the Ranger compact a larger truck.

Instead, he said Toyota's imminent entry into the nearly full-sized-truck segment means "there is a need for a third pickup in the foreseeable future" at Ford.

Ford's new truck likely will be the size of the new truck that Toyota Motor Sales U.S.A. Inc. will introduce to the public in November. Toyota's T100 is about four inches shorter, narrower and lower than Ford's F-150 pickup, but it is about six inches longer and wider than the Dodge Dakota mid-sized truck.

Trotman said the pickup market represents about 24 percent of all vehicle sales, and that percentage has remained pretty constant the past 20 years. He said the pickup market is unlikely to grow, so sales of Toyota's new truck will come out of somebody's hide. "It could hurt Toyota's compact pickup," he said, "but I can't imagine Ford will be totally invincible."

July sales dip 2%; Big 3 trucks still hot

JIM HENRY
Staff Reporter

Sales of light vehicles in the United States dipped a bit to 1.1 million in July, reversing six months of shaky improvement.

Still, the seasonally adjusted annual rate of 13.1 million units was the second-highest in 1992, behind June's 14.0 million.

And the industry's 1,138,530 car and truck sales were just 2.4 percent behind July 1991, last year's best month. Then, 14 nameplates posted better sales than a year ear-

lier. Last month, 19 did.

But consumer confidence fell sharply in July, according to a survey conducted for The Conference Board in New York.

Initial unemployment claims have increased recently, and election-year politicking probably has people worried about the economy, said Fabian Linden, executive director.

Tom Webb, chief economist for the National Automobile Dealers Association, said the numbers were "no surprise" in view of the slow-

down in the economy. "Sales are better than they were earlier in the year, but this is no real recovery," Webb said.

The action continues to be in light trucks, where Big 3 sales rose 7.0 percent in July and Japanese marques fell 14.6 percent.

As car share held steady, Big 3 truck market share jumped 3.2 points to 85.3 percent, while Japanese trucks fell 3.0 points to 14.7 percent.

The pattern was the same for the see SALES, 36

Chrysler adds 5th LH car — sporty New Yorker LHS

MARY CONNELLY
Staff Reporter

Chrysler Corp. will introduce a fifth LH model, called the Chrysler New Yorker LHS, next spring.

The New Yorker LHS will be a limited-volume luxury sport version of Chrysler's new line of sedans. It will be the top-of-the-line model in the LH family.

The previously announced New Yorker and its new sporty companion, the New Yorker LHS, will be 1994 models built on a 207-inch wheelbase. The 1993 LH triplets — the Concorde, the Dodge Intrepid and the Eagle Vision — are built on a 200-inch wheelbase.

The addition of the LHS model means that Chrysler brand dealers will sell three LH versions: the Concorde, the New Yorker and the New Yorker LHS.

The New Yorker models are expected to compete with a range of domestic and imported luxury sedans including the Cadillac Seville STS, Lexus SC400, Infiniti J30 and Buick Park Avenue Ultra.

Chrysler executives earlier this year suggested that the Lexus SC400 is the competitive product target for the New Yorker, but that the car will be priced against such domestic models as the Buick Park Avenue, which has a 1992 base price ranging from \$25,285 to \$28,780.

Chrysler claims the LH cars are worthy competitors for the best sedans born in Germany or Japan.

"There is really nothing traditionally American about this vehicle," Chrysler President Robert Lutz has said of the LH. "This is the first American car that in terms of interior and exterior styling, ride and handling — and the way the whole car looks, feels and sounds — is like a German or Japanese car."

Chrysler has not confirmed the LHS. But service and parts opera-

MORE ON LH

Chrysler's product plans > 1
Florida tourist test > 33

tions manuals for the LH models include the LHS.

Chrysler plans to begin building the New Yorker Feb. 8, 1993, at its Bramalea, Ontario, plant. Production of the LHS models begins shortly after, according to sources familiar with the plans.

The two models share sheet metal and a 3.5-liter, 24-valve, V-6 engine. But suspension, trim levels and other styling cues will differ.

The LHS is the direct descendant of the Chrysler New Yorker concept car unveiled at the North American International Auto Show in Detroit in January 1992.

A hallmark of the LHS will be a monochromatic trim and grille design with few exterior cladding accents. The five-passenger sedan will have bucket seats and a center console and most likely will use 16-inch wheels.

The LHS will feature a touring suspension that differs from the standard suspension offered on the New Yorker.

In contrast, the New Yorker is expected to be offered as a six-passenger sedan with 50-50 split bench seats and 15-inch wheels. The New Yorker's exterior will use more traditional trim, including chrome accents.

The LHS may owe its existence to the uniformly rave press reviews the New Yorker show car generated.

There are suggestions that Chrysler had planned to field only the more conventionally packaged New Yorker, but added the LHS model after the concept car's show-stopping reception.

Dealers have not been briefed on the decision to offer two ex-



JIM FRENK

The LHS will more closely resemble the concept car; the more traditional New Yorker will have chrome accents.

tended-wheelbase LH models. It is likely the New Yorker will be marketed to domestic luxury sedan buyers and the LHS to those shopping the import luxury segment.

Chrysler dealers this fall begin selling the 1993 Concorde, which is offered in only one version.

The 3.5-liter engine that will be standard in the New Yorker model is optional on the Concorde. The Concorde's standard powerplant is a 3.3-liter V-6.

The Concorde's base price is \$18,341 but Chrysler has said it will sell for \$19,500 to \$22,000 typically equipped.

It is not clear how the New Yorker models will be priced, but the LHS is expected to be the priciest of the LH lineup.



JOE WILSENS/AUTOMOTIVE NEWS

Chrysler may have added a fifth LH model after the New Yorker concept car's show-stopping reception at the Detroit auto show in January.

Mercedes adds holdback

Dealers get interest but no late billing

JIM HENRY
Staff Reporter

NEW YORK — In an effort to shore up transaction prices, Mercedes-Benz of North America Inc. has adopted a "dealer reserve program" for the 1993 model year.

It is a holdback with two important differences. Mercedes-Benz will pay interest on the funds withheld, and only a portion of the funds will be returned quarterly. Dealers will get the rest at the end of the year.

In a holdback, the manufacturer withholds part of the dealer discount when the dealer purchases the vehicle — usually 2 or 3 percent of the suggested retail price — then returns the money later, generally quarterly.

The Mercedes dealer discount is 20 percent. A 1993 300SE, which retails for \$69,900, will cost dealers about \$58,000, with about \$2,000 (3 percent of the sticker price) held in reserve.

Not much new yet for '93 > 15

Mike Jackson, executive vice president, explained how the program differs from other holdbacks.

Mercedes puts the dealer money into an interest-bearing account, at the prime rate plus 2 basis points. Mercedes pays interest because it does not offer dealers delayed billing, as other holdback programs do. The Big 3 figure that the floorplan money saved through delayed billing balances out the interest the dealer could earn on the holdback.

Like other companies, Mercedes does out the money four times a year. But unlike other programs, most of the money — about 75 percent of the total — is saved for a big payoff at the end of the year.

In addition, the money goes into the dealer's account when the car is sold or leased, not when the dealer buys it.

"Most dealers are very positive about it, because it is different" from holdbacks at other companies, said Alan Feldman, dealer council chairman. Feldman owns

Sovereign Motor Cars in Brooklyn, N.Y., a Mercedes exclusive, plus separate Jaguar and BMW-Porsche dealerships.

"Since Mike Jackson has been there, things have been a little different. He was a dealer, and he can understand the dealer standpoint," Feldman said. Jackson was part owner of EuroMotors in Bethesda, Md., before joining Mercedes in 1990.

Mercedes hopes the program will improve dealer profits and boost transaction prices, which in most cases are below sticker.

In effect, the program raises dealer cost temporarily, and that should raise sale prices.

Feldman said a holdback sets aside money that dealers might otherwise bargain away in order to close a deal. The Mercedes program, with most of the money withheld until the end of the year, further removes that temptation.

"If you know the check's only three or four months away, the guys who are going to do it (cut prices) will do it," he said. "If it's far enough down the road, they might be less tempted." ■

BIG 3 NET EARNINGS

(in millions)	Second quarter 1992	Second quarter 1991	First quarter 1992
General Motors			
Sales	\$35,200	\$31,330	\$32,000
Net Income (Loss)	(357)*	(784)	179
Ford Motor Co.			
Sales	26,800	23,850	24,500
Net Income (Loss)	502	(324)	338
Chrysler Corp.			
Sales	9,310	7,800	8,190
Net Income (Loss)	178	(212)	(13)

*Includes a \$749 million write-off

Source: Manufacturers

Hughes write-off erases GM earnings

Officials maintain gloomy outlook

CHARLES M. THOMAS

Staff Reporter

General Motors officials last week expressed doubts about the economy during the next six months after sustaining a second-quarter net loss of \$357.1 million due to a one-time restructuring charge of \$749 million at its Hughes Aircraft Co subsidiary.

Net earnings without the special charge were \$392 million, compared to a loss of \$784.5 million in the second quarter of 1991.

Chairman Robert Stempel cautioned that the uncertainty about the sluggish economy in North America and a slowdown in overseas markets means the second half will be "challenging."

Stempel described results — less the special charge at Hughes — as "GM's best quarterly performance in the past two years."

He said cost reductions and increased sales in the first half helped earnings.

Securities analysts had said the restructuring at Hughes Aircraft, a defense contractor hurt by cut-

backs in defense-related orders, was necessary for the overall health of the company.

GM's subsidiaries also helped earnings.

Electronic Data Systems reported second-quarter profits of \$157 million due to growth in non-GM business.

GM Hughes Electronics Corp. reported earnings of \$164 million, excluding the restructuring charge, and General Motors Acceptance Corp. reported earnings of \$287 million.

Second-quarter sales and revenues were \$35.2 billion. Outside North America, GM's international operations were healthy. Worldwide factory sales of vehicles totaled 2,033,000 units, 129,000 more than in the second quarter of 1991.

Ford Motor Co. and Chrysler Corp. posted robust earnings for the second quarter two weeks ago, driven by reduced costs and high-margin truck sales.

Chrysler reported earnings of \$178 million — its best quarter in two years — due to lower incentive costs and improved sales of minivans, trucks and Jeeps.

Ford posted second-quarter net earnings of \$502 million, but officials said the economy is fragile in the United States and its key markets worldwide.

Vehicle production was important to the rise in earnings. Production for the industry rose to 3.2 million units in the second quarter, compared with 2.9 million in 1991. ■

Monteros, Troopers get tepid reception

KRISTINE STIVEN BREESE

Staff Reporter

LOS ANGELES — For almost 10 years, the Isuzu Trooper and Mitsubishi Montero sport-utilities built reputations as low-price, high-value alternatives to wagons and minivans. Then earlier this year, the companies introduced redesigned products that shed that image and went upmarket.

But consumers haven't followed. While U.S. compact sport-utility sales rose 20.3 percent in the first seven months, the Trooper and Montero hit a roadblock. The segment-leading Ford Explorer continues to gain and now holds a third of the U.S. market. The hot new Jeep Grand Cherokee already claims 5.2 percent of the market.

In the process, compact Japanese sport-utilities, including the Montero and Trooper, have seen their share slip to 17.4 percent, down from 22.8 percent last year.

So far, at least, customers don't appear eager to plunk down \$18,000 to \$25,000 for Troopers and Monteros that last year cost as little as \$14,000. That's in spite of their more rounded lines, upgraded engines, increased comfort and long list of car-like amenities.

For the first seven months of the year, Trooper sales were down 60.8 percent from a year ago. At its current pace, the Trooper will finish the year nearly 6,000 units behind the 16,000 units American Isuzu Motors Inc. projected when the vehicle was introduced in January.

But there's been some consolation. As Isuzu expected, the less-expensive, U.S.-built Rodeo sport-utility has become the firm's volume leader. What's more, Rodeo sales have jumped nearly 60 percent this year in the process.

Montero sales, however, were off 33.9 percent after seven months. It, too, is trailing projections. To jump-start sales, Mitsubishi Motor Sales of America Inc. introduced a lease program last week that costs \$1,000 down and \$399 a month.

Analysts and company executives suggest several reasons why the Trooper and Montero — which both have been well-received by

the automotive press — are not doing better.

"The evolution from affordable to upscale is not happening as fast as anybody would like," said Jerry O'Connor, Isuzu's vice president of marketing and services. "But sales are increasing each month, and our research with buyers and owners of the old Trooper tells us that we're not off mark."

Susan Jacobs, president of Jacobs Automotive, an auto research firm in Little Falls, N.J., agrees the companies' strategy is sound: "The problem is the market. If either of these companies is going to re-establish its products, it needs a growing market, not a shrinking one."

"Neither of these companies should consider the product wrong or the strategy to go upmarket a mistake," Jacobs said.

Indeed, the old Trooper and Montero were truck-like models, with few amenities. Their replacements are far more refined and reflect the segment's evolution from utility to comfort and convenience.

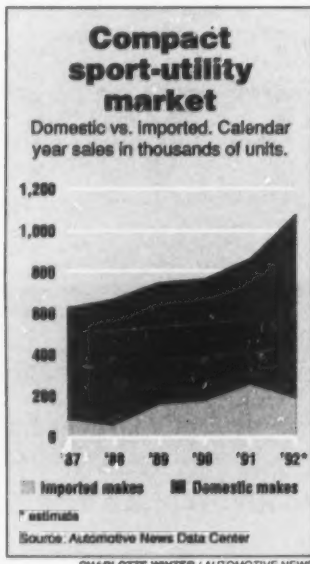
George Peterson, president of AutoPacific Group, a consulting firm in Santa Ana, Calif., said the problem is Mitsubishi and Isuzu don't have the marketing muscle to make themselves heard above Explorer and Grand Cherokee ads.

"The advertising weight and the popularity of the Explorer and Grand Cherokee have drowned Mitsubishi and Isuzu out. If they could advertise the way that the big guys are, they'd have a lot more success," Peterson said.

Indeed, Chrysler Corp. spent \$40 million in six weeks this spring to launch the Grand Cherokee, says *Advertising Age*, a sister publication to *Automotive News*. Ford Motor Co. countered with its own five-week campaign for the 2-year-old Explorer; *Adweek* magazine pegged Ford's bill at \$28 million.

By contrast, Isuzu spent \$17 million over four weeks to launch the Trooper. Mitsubishi gave the Montero only limited attention, since it tries to spread its advertising dollars over a large product line.

"Awareness is a big part of it,"



CHARLOTTE WINTER / AUTOMOTIVE NEWS

said Rick Lepley, Mitsubishi's senior vice president of marketing and sales. "We elected not to spend a lot of money advertising the Montero. We've had to pick and choose, and we picked to spend heavily to move the Eclipse, and that's working."

Lepley said Mitsubishi will spend about \$1 million a month advertising the Montero this year.

He said the Montero is less than 100 units behind internal forecasts of 6,450 units for the 1992 calendar year — although the company said last year that 12,000 units was its annual goal.

Lepley says Mitsubishi will probably drop the entry-level Montero within 10 months to simplify its lineup. The mid- and high-trim models are selling the best.

Although the base price of the Montero is \$18,509, the average purchase price of the new Montero is \$22,950. That, Lepley says, validates the decision to move upscale.

Isuzu will add a two-door model this fall. Dick Gilmore, Isuzu's director of marketing, said the two-door will be available around October and be priced below the four-door. Although sales of two-door sport-utilities are shrinking, Gilmore said Isuzu "has done well in that segment before," and is expecting to again. ■



Stempel: challenge ahead

Ford may add incentives to boost U.S.-made Escort

KATHY JACKSON

Staff Reporter

TRAVERSE CITY, Mich. — Ford Motor Co. may put enhanced incentives or additional equipment on Escorts assembled in Wayne, Mich., to try to beef up sales.

Executive Vice President Alexander Trotman says he's concerned that Ford's one-price Escort program has placed Wayne workers on extensive layoffs, because most of the demand under the program has been for the sedan and wagon Escort models assembled in Hermosillo, Mexico.

"This has given us all a headache," said Trotman in an interview following his speech here to the University of Michigan's Automotive Management Briefing seminar. "It's very high on our priority list."

Trotman says he will soon meet with management members of the company's Body and Assembly Division to try to work out a plan to minimize downtime at Wayne.

Jeff Washington, president of UAW Local 900, which represents workers at Wayne, wants the company to retool the plant to produce

the popular-selling Escort models and the Mercury Tracer.

The local union planned to protest the situation outside Ford World Headquarters on Aug. 6, but postponed the protest after Ford agreed to address the problem.

Trotman says it is unlikely that Ford will retool the plant, because retooling would take nearly two years and would require a huge investment.

"That would be impractical," he said, "but we've got to find a way to sell what Wayne is making."

Wayne produces the LX two-door and five-door hatchback models, the Pony and the LX. It produces some wagons but only after Hermosillo meets its production quota on wagons. Hermosillo also produces the Mercury Tracer.

Wayne will be down for 10 weeks through November and has been down nearly 30 weeks since November 1990.

Ford initiated the national one-price program for 1993 LX models in April. Through July 31, Escort sales totaled 158,154 units, up 8.6 percent over the first seven months of 1991. ■

CENSUS

Dealer numbers, profits shrinking

continued from PAGE 1

what keeps the doors open.

Both elements of the dealer population tumbled this year. The Big 3 posted a decline of 179 outlets, and the import-only establishments were down 108.

For the Big 3, Chrysler Corp. lost 106 dealerships; General Motors was down 72, and Ford Motor Co. was the steadiest of the trio with a dip of only 21. That total of 199 was reduced to 179 by a change in the number of intercorporate duals — dealerships that handle cars of two or more of the Big 3 in the same showroom.

In the first half of 1991, the declines were 145 for Chrysler, 125 for GM and 90 for Ford, a net loss of 345 after adjusting for the change in intercorporate duals.

On July 1, the Big 3 had 18,672 car dealerships. Each has other dealers that handle its trucks but do not stock cars. The truck-only points are not included in this mid-year analysis.

The import-only total slipped to 4,904 at midyear, down 104 from 5,012 on Jan. 1. In the first half of

1991, the import-only count increased by 17 outlets.

The 4,904 import dealerships consist of 3,865 exclusives, which handle a single import line and nothing else, and 1,039 duals, which stock two or more import makes but no Big 3 cars. Both totals declined in the first half.

All figures in this article and in the accompanying tables refer to the net change in dealership totals.

MORE LOSSES AHEAD?

What will the second half bring? The total will decline, but picking a number is strictly a crapshoot.

Last year, the first-half dip of 328 outlets escalated to 576 in the second half for a full-year drop of 904. In view of this year's modest gain in sales, the downturn in the third and fourth quarters should be lighter than in 1991.

Turning to franchise totals, the term "yes, but" is important.

Big 3 franchises dipped 310 for the first half. Yes, but 292 of those bit the dust when Chrysler Corp. wiped its TC by Maserati agreements off the books. The sports car had been handled by some Chrysler-brand dealers.

Aside from the TC, the Big 3 cars were down a combined total of 18

franchises for the six months. Gains by Eagle and Saturn made up most of the loss by other makes.

Chrysler, Dodge and Plymouth were off 70 franchises, but Eagle was up 135. Buick, Oldsmobile, Pontiac and Cadillac had a combined loss of 35 franchises; Chevrolet was down 45, and Geo was off 34. But Saturn posted a gain of 48. Ford Motor was steady on the franchise side, just as it was on the dealership side, with a loss of 17 sales agreements.

YUGO, DAIHATSU GONE

The imports were down 400 franchises for the first half. Yes, but 157 of those were Yugo, which departed from the U.S. market in April. And yes, but 153 more were Daihatsu, which announced in February that it will withdraw from the U.S. car wars at the end of the model year.

At midyear, 58 Daihatsu dealers had new cars on hand. When a dealership sells all its new vehicles, it becomes a parts and service outlet. Daihatsu figures to have 200 of the latter on Sept. 30. Yugo and Daihatsu joined Peugeot and Sterling, which left the market in August 1991.

Aside from Yugo and Daihatsu, the surviving imported makes lost 90 franchises in the first half.

Lexus, Subaru, Infiniti, Mitsubishi, Honda and Isuzu reported gains of one to eight franchises. South Korea's Hyundai was the only other imported make to post an upturn. Hyundai was up one.

Japanese makes account for 66 percent of the import-car franchises in the United States. Japanese cars account for 84 percent of the import-badged cars sold in the United States.

Although most of the Japanese-

U.S. NEW-CAR OUTLETS

Domestic and Imported	No. of retail outlets	Net gain or loss from previous year
July 1, 1992	23,081	—
Jan. 1, 1992	23,368	-3.7
July 1, 1991	23,944	—
Jan. 1, 1991	24,272	-1.8
Jan. 1, 1990	24,724	-0.8
Jan. 1, 1989	24,913	-0.1
Jan. 1, 1988	24,938	-0.9
Jan. 1, 1987	25,156	1.3
Jan. 1, 1986	24,823	0.4
Jan. 1, 1985	24,724	0.0
Jan. 1, 1984	24,721	0.0
Jan. 1, 1983	24,725	-3.8
Jan. 1, 1982	25,703	-2.4
Jan. 1, 1981	26,333	-5.6
Jan. 1, 1980	27,891	-2.2
Jan. 1, 1979	28,512	-0.5
Jan. 1, 1978	28,656	-0.3
Jan. 1, 1977	28,744	-1.9
Jan. 1, 1976	29,309	-1.3
Jan. 1, 1975	29,701	-1.0
Jan. 1, 1974	29,998	-0.3
Jan. 1, 1973	30,094	-0.2
Jan. 1, 1972	30,150	-0.5
Jan. 1, 1971	30,314	-1.7
Jan. 1, 1970	30,842	-0.8

Source: Automotive News

NEW-CAR FRANCHISES IN THE UNITED STATES

	July 1, 1992	Jan. 1, 1992
Chrysler	2,883	2,909
Dodge	2,841	2,859
Eagle	1,774	1,639
Plymouth	2,867	2,893
TC Maserati	0	292
Chrysler Corp.	10,385	10,582
Ford	4,296*	4,318
Lincoln	1,627*	1,621
Mercury	2,656*	2,657
Ford Motor Co.	8,579*	8,596
Buick	2,885	2,895
Cadillac	1,595	1,600
Chevrolet	4,555	4,600
Geo	4,066	4,100
Oldsmobile	3,040	3,050
Pontiac	2,905	2,915
Saturn	182	134
General Motors	19,228	19,294
UNITED STATES	38,172	38,482
Acura	296	300
Honda	992	987
American Honda	1,288	1,287
Daihatsu	58	211
Isuzu	600	599
Mazda	907	908
Mitsubishi	526	520
Infiniti	116	109
Nissan	1,091	1,103
Nissan Motor	1,207	1,212
Subaru	729	722
Suzuki	327	332
Lexus	155	147
Toyota	1,190	1,193
Toyota Motor	1,345	1,340
JAPAN	8,987	7,181
BMW	356	358
Mercedes-Benz	390	396
Porsche	216	218
Audi	309	316
Volkswagen	699	716
VW of America	1,008	1,032
GERMANY	1,970	2,064
Saab	303	315
Volvo	390	390
SWEDEN	893	799
Hyundai	496	495
SOUTH KOREA	496	495
Aston Martin	10	12
Jaguar	130	133
Lotus	63	63
Rolls-Royce/Bentley	45	48
UNITED KINGDOM	249	256
Alfa Romeo	141	173
Ferrari	40	40
Lamborghini	17	21
Maserati	12	19
ITALY	210	253
Yugo	0	157
YUGOSLAVIA	0	157
TOTAL	48,777	49,487
*Estimate		Source: Automotive News

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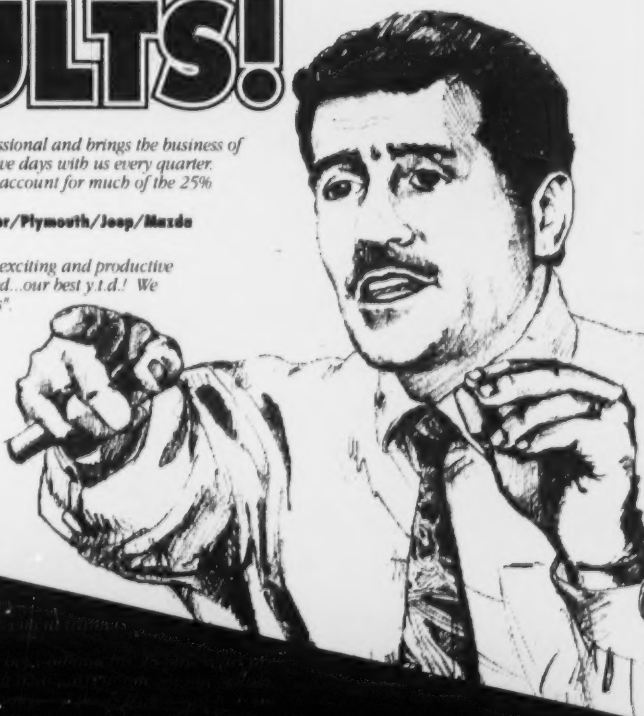
Tony Woolery, Woolery Chrysler/Plymouth/Jeep/Mazda Billings, Montana

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Joe Cox, GM Lexus of Stevens Creek San Jose, CA

"Attending John's seminar twice helped me achieve the biggest month in my sales career: 33 units and almost \$15,000 in commissions for February 1992!"

Joseph Warda Suzuki Chev/Buick/Geo Birch Run, Michigan



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brand dealerships handle cars built by their transplant operations in the United States and Canada, those dealerships are counted under the import banner in the Automotive News census.

The Japanese have 3,295 of the 3,865 single-line import dealerships. Honda leads with 800, followed by Toyota, 697; Nissan, 514; and Mitsubishi, 332. Acura, Lexus, Infiniti, Mazda and Subaru have more than 100. BMW and Volvo are the only non-Japanese imports with more than 100 single-line dealerships.

In the Automotive News compilation, an exclusive is a dealership that has a stand-alone sales and service facility. All 526 Mitsubishi dealerships have separate showrooms, but about a third share service facilities with another make.

Lexus reports that all its 155 dealers have separate showrooms and service-reception and customer-waiting facilities, although 36 of the outlets share a shop with another make. Mazda listed 217 exclusives among its 907 dealers and said 197 others have separate showrooms.

At the beginning of this year, a foreign car could be purchased at 21,900 of the 23,081 dealerships in the United States — 95 percent.

That is principally because of the captive imports. A captive is a line that is sold only by the Big 3 company or division that imports it. All Chrysler Corp. and all Ford Motor

dealerships sell captives. So do all Pontiac dealerships and 89 percent of the Chevrolet dealerships.

Automotive News estimates that 16,016 of the 18,672 Big 3 dealerships carry a captive. The rest of the import sales locations are the import-only dealerships and the domestic duals with independent imports (no captive involved).

R.I. faces clean air crunch

PROVIDENCE, R.I. — State environmental officials are scrambling to meet EPA requirements to reduce smog after bills to regulate auto emissions died in the General Assembly.

Rhode Island has until November to meet EPA guidelines.

The bills would have improved

emissions testing of cars, which generate 70 percent of the Providence area's smog.

Missing the deadline could lead to a lawsuit, limits on industrial expansion and reductions in federal highway aid, said a state official.

— The Associated Press

Brazilian firm to build Kia vans

SAO PAULO, Brazil — Korean automaker Kia Motors Corp. has linked with a Brazilian maker of fax machines and jet skis to assemble vans later this year.

The operation will be in the Manaus Free Zone, an industrial complex in the Amazon region that enjoys fiscal incentives to encour-

Kia plans to assemble 1,000 vans this year, according to Julio Albertoni, president of Milmar, Kia's partner. The van will be sold mainly to commercial customers for the equivalent of \$16,000, said Albertoni, compared with \$23,000 if the vans were imported directly from Korea.

in brief

RECREATIONAL VEHICLES

Ford adds three new converters

Ford Division is adding three firms to its consignment pool: Imperial Industries Inc. in Elkhart, Ind.; Hartland Conversions Inc. in Flint, Mich.; and D'Elegant Inc. in Three Rivers, Mich.

Imperial ranks among Chevrolet's top 10 accounts and also has a consignment pool with GMC Truck, said Andy Troyer, vice president and co-owner.

Hartland Conversions has had a bailment account with Chevrolet since 1988.

D'Elegant has been operation for a year, though its owner, Charley Morse, has extensive experience in van conversions.

He was salesman for the former Bivouac Industries in Vandalia, Mich., and national sales manager for the former Sands Automotive Industries in Three Rivers, Mich.

RV sales enter stable era

RESTON, Va. — The RV industry is entering a new growth phase in which baby boomers will be key buyers, says Richard Curtin, director of the University of Michigan Survey Research Center.

The 45- to 54-year-old segment is projected to grow 22 percent during the next decade.

The segment shows a preference for "car substitutes" and has the highest ownership of vans and trucks, Curtin said.

RVs

Converters: Sales hinge on rebates

JOSEPH BOHN

Truck Editor

Incentives will likely be key to how well Big 3 van conversions sell in the 1993 model year, according to converters.

Kevin Slater, vice president of sales at Glaval Inc. in Elkhart, Ind., said the market will likely be able to sustain price increases in the range of 4 to 5 percent, such as those in Ford Motor Co.'s pre-introduction price announcements.

But "if they have a big increase and pull back on incentives, we'll have a real slowdown," Slater said.

Ford added a \$1,000 dealer cash incentive for Aug. 1 to Sept. 23 on top of the \$1,300 consumer incentive it was offering on van conversions. The dealer incentive covers Econoline E-150 van conversions and E-350 commercial cutaway chassis.

Ford is also giving dealers an extra 90 days free floorplanning on conversion vans through Sept. 23 on top of the normal 60 days free flooring.

With its restyled van and sizeable incentives, Ford's retail sales of van conversions increased 20 percent in June and 30 percent for the first six months of 1992, according to Jerry Mittman, Ford Division RV sales manager.

Dodge has wracked up 25-percent retail sales gains in conversion vans during June and July, said Jim Lynch, special vehicle sales manager. This is despite having a dated, older-style van.

Dodge's retail sales on conversions for seven months of calendar 1992 are up more than 20 percent over last year, Lynch said.

Dodge is producing its current

style vans as 1993 models only from July 27 to Dec. 22. It will begin building restyled, 1994 Ram Vans and Wagons on Jan. 15. Dealers will be able to begin selling them on arrival.

Dodge increased the base price of Ram Vans by 4.5 to 5.5 percent for 1993. Its 109-inch B150 Ram Van has a preliminary 1993 price of \$14,564, compared to \$13,799 for a 1992 model, said Chrysler spokesman Tom Jakobowski.

The B350 Maxi Van with the 127-inch wheelbase has a 1993 model price of \$18,051 compared to a former price of \$17,266.

Dodge is offering \$1,000 consumer rebates on 1992 full-sized van conversions and dealer incentives of up to \$2,000 per unit on 1992 and \$1,500 per unit on 1993 vans through Sept. 30.

Dodge has assured dealers it would continue supporting conversions with wholesale and retail incentives through December.

Chevrolet is offering \$1,000 incentives on conversions from July 17 to Sept. 24 in addition to its \$1,300 consumer rebates. During the same time, GMC is offering \$750 incentives on conversions to dealers until they hit a set quota and \$1,500 per unit thereafter. That is in addition to a previous \$1,300 consumer rebate.

No data on van conversion sales were available from Chevrolet.

Vans are high-profit items, particularly for Dodge and GM, which haven't had major chassis changes since the 1970s.

Slater said the Big 3 could stimulate the whole conversion market by taking a little less profit on their van chassis.

RECREATIONAL VEHICLE WHOLESALE DELIVERIES

	May 1992	May 1991	% change	5 mos. 1992	5 mos. 1991	% change
Travel trailers	5,400	5,200	+ 3.8	22,300	27,300	+ 22.4
Park Trailers	600	600	0.0	3,000	2,600	+ 15.4
Travel trailers-fifth wheel	3,700	2,500	+ 48.0	17,400	11,500	+ 51.3
Folding camping trailers	3,700	2,700	+ 37.0	19,100	14,400	+ 32.6
Truck campers	1,200	1,000	+ 20.0	5,100	4,300	+ 18.6
Towable RV total	14,600	12,000	+ 21.7	71,900	55,100	+ 30.5
Conventional (type A)...	2,200	2,100	+ 4.8	11,900	9,500	+ 25.3
Van Campers (type B)...	300	400	- 25.0	1,200	1,700	- 29.4
Chopped vans (all)	1,700	1,500	+ 13.3	8,300	6,300	+ 31.7
Motor home total	4,200	4,000	+ 5.0	21,400	17,500	+ 22.3
Van conversions	15,900	12,300	+ 29.3	81,300	45,700	+ 77.9
TOTAL ALL RVs	34,700	28,300	+ 22.6	174,600	118,300	+ 47.6

Source: Recreation Vehicle Industry Association

During the first two weeks after Chevrolet and GMC Truck Divisions new dealer incentives, Glaval's sales doubled, Slater said.

Slater said each time Detroit raises chassis prices, dealers ask converters to lower their prices.

But the ability of converters to offset Detroit's increases is dwindling, according to William Snook, president of Coachmen Vans Inc. in Elkhart, Ind.

Even if converters cut their margins and scrimp and put lower trim levels into conversion vans, they can't do much to bring prices down, Snook said. "Our portion of the cost of a conversion is becoming miniscule."

Snook said that as the economy comes out of its recession, there is a revival of blue-collar shoppers. They have been largely priced out of conversions, which now list for \$22,000 to \$24,000, Snook said.

The Chevrolet Astro minivan once sold well to women with children. But its lopsided price com-

pared with a short wheelbase, full-sized Chevrolet G-van conversion has hurt its sales.

Denny Dunfield, general manager of Al Serra Chevrolet in Flint, Mich., said his dealership is advertising short wheelbase G-van conversions for \$16,200, compared to \$17,600 for its least expensive Astro conversions. The Astro has only a \$500 consumer rebate and no dealer cash on it.

Dunfield said Astro sales have slowed steadily over the past two years, but took a noticeable drop this year because of their price disparity with the full-sized van.

The sales slowdown and excess inventory of Astro conversions poses a real problem for dealers and converters.

Glaval has developed a special \$1,995 wholesale-priced Astro conversion to help address the problem. The price is close to cost to help move it, Slater said. "Astro desperately needs some additional incentive support." ■

Lenders profit from RV loans, survey finds

RESTON, Va. — A new national survey by the finance committee of the Recreation Vehicle Industry Association shows RV loans to be profitable for lenders.

Some 94 percent of survey respondents said RV loans were as profitable, or more so, than car loans.

Fifty-six percent of respondents said they would increase their RV loan portfolio, said Roger Kirwan, chairman of the RVIA finance committee and president of Ganis Corp. in Newport Beach, Calif.

The 12th annual survey was conducted by RVIA to analyze the scope of activity at banks, savings and loans, finance companies and credit unions during 1991. A total of 303 firms responded to the survey.

Eighty-six percent of the reporting financial institutions provided retail direct loans for RVs. Fifty percent were active in retail indirect loans, and 30 percent provided wholesale loans.

The survey revealed that 35 percent of the wholesale loans were converted to retail loans.

Responses showed that maximum maturities are getting longer.

About 63 percent of direct loans and 67 percent of indirect loans have terms of 10 years or longer.

Regardless of where the purchase is financed, most lenders continue to require a down payment of 10 to 20 percent.

Responding lenders found RV buyers a good credit risk; their loan delinquency rate was a low

1.90 percent in 1991 compared with 2.06 percent in 1990. Repossessions averaged 1.13 percent,

with an average recovery of 75 percent of the dollar value of the vehicle. ■

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Honda best, Ford 2nd on Fla. lemon index

HELEN KAHN

Senior Correspondent

American Honda Motor Co. Inc. is the best performer in Florida's latest "lemon index," but Ford Motor Co finished a close second in 1991, showing big gains over 1989 and 1990.

The scale is based on cases that were decided in consumers' favor under Florida's Lemon Law Arbitration Program. The index is determined by dividing a manufacturer's share of lemons by its Florida market share.

Honda settled all its lemon cases itself. Since none were brought before Florida's board, it had a perfect score.

Ford lost 10 arbitration cases, or 6 percent of the 165 decided for consumers last year. But since it held 20.7 percent of the Florida market in 1991, it improved its lemon index score to 0.29. Among other companies with more than 3,000 Florida sales, General Motors, Toyota, Mazda and Nissan also had fewer arbitration losses than their market share would suggest.

BMW got the worst rating by generating more than nine times its expected share of lemons. It was followed by Hyundai, Volkswagen, Mercedes-Benz and Volvo.

During 1991, the state approved 764 cases for its arbitration program, up from 726 in 1990. Of the 764:

- 71.1 percent (543 consumers) were awarded refunds or replacement vehicles.
- Fewer than half of the cases (298) went to arbitration. Consumers won in 165 cases, with awards adding up to more than \$4 million.
- Manufacturers chose to settle 378 cases before arbitration. Settlements totaled more than \$7 million and represented 49.5 percent of the cases, up from 41.6 percent in 1990.

The 543 settlements and awards added up to \$11,645,821.

FLORIDA LEMON INDEX

Expected index score, based on registrations, would be 1.00.

Maker	1991	1990
Honda	0.00	0.53
Ford	0.29	1.01
General Motors	0.50	0.37
Toyota	0.70	0.57
Mazda	0.95	1.00
Nissan	0.97	1.43
Subaru	1.10	3.12
Chrysler	1.56	1.71
Mitsubishi	2.39	0.68
Isuzu	2.83	1.58
Volvo	3.32	1.47
Mercedes-Benz	3.63	1.67
Volkswagen	5.41	0.00
Hyundai	7.34	10.45
BMW	9.32	2.86

Source: Florida Lemon Law Arbitration Program

\$186,278 MERCEDES LEMON > 31

Of the remaining 221 approved cases, 41 were withdrawn, and 45 were settled for less value than provided by the lemon law. Two settlements weren't disclosed, and 133 cases were dismissed.

Some companies have their own arbitration programs that are certified by Florida; others do not.

During 1991, Porsche applied to certify its Autosolve program, which is administered by the American Automobile Association. Florida hasn't decided. Eight manufacturers, which account for more than three-fourths of Florida sales, had their informal dispute settlement mechanisms recertified. They are Ford, General Motors, Honda, Nissan, Rolls-Royce, Saab, Toyota and Volkswagen. Florida has not certified the Chrysler program.

Attorney General Robert A. Butterworth points to two other indicators of manufacturer performance in addition to the lemon index: the "case approval index" and the lemon law settlement rate.

The companies that did well in those areas generated fewer cases and fewer "lemons" than their expected share or settled in full a large percentage of their cases.

Seven manufacturers generated more cases than their expected shares: Hyundai (more than 12 times higher than expected); BMW (three times higher); Volvo (more than three times); Chrysler and VW (more than twice as high); Isuzu (almost 1½ times); and Ford (1.25).

Honda, Toyota, GM, Nissan, Subaru, Mercedes-Benz, Mitsubishi and Mazda had fewer cases than expected. **EN**

10-DAY CAR AND TRUCK SALES, BY MAKE

	July 11-20, 1992	July 11-20, 1991
ALFA ROMEO (imp. car)*	82	121
Acura (imp. car)	2,789	4,438
Domestic car	11,515	13,413
Imported car	3,843	4,367
Honda	15,358	17,780
AMERICAN HONDA	18,147	22,218
ASTON MARTIN		
Imported car*	2	2
BMW (imp. car)*	1,967	1,282
Domestic car*	2,506	2,297
Imported car*	0	23
Domestic truck*	132	116
Chrysler Division*	2,638	2,435
Domestic car*	7,056	6,468
Imported car*	815	1,106
Domestic truck*	14,965	13,097
Imported truck*	122	113
Dodge*	22,961	29,783
Domestic car*	734	673
Imported car*	346	254
Eagle*	1,880	928
Domestic truck*	5,782	5,059
Jeep*	5,782	5,059
Domestic car*	4,104	3,762
Imported car*	490	482
Domestic truck*	5,518	4,828
Plymouth*	10,112	9,871
Domestic car*	14,400	13,200
Imported car*	1,651	1,864
Domestic truck*	26,400	23,100
Imported truck*	122	113
CHRYSLER CORP.	42,572	38,278
Imported car*	134	222
Imported truck*	49	89
DAIHATSU*	183	311
FERRARI (imp. car)*	24	24
Domestic car	28,142	29,673
Imported car	866	691
Domestic truck	37,071	35,102
Ford Division	66,079	65,466
Domestic car	2,632	3,831
Lincoln	2,632	3,831
Domestic car	8,843	8,819
Imported car	1,474	2,169
Mercury	19,317	19,988
Domestic car	39,617	42,323
Imported car	2,340	2,860
Domestic truck	37,071	35,102
FORD	70,828	69,285
Domestic car	15,325	16,313
Buick	15,325	16,313
Domestic car	2,951	5,848
Cadillac	2,951	5,848
Domestic car	30,149	39,266
Imported car	2,168	2,791
Domestic truck	34,138	31,071
Imported truck	66	31
Chevrolet	66,521	73,159
GM*	9,758	9,137
Domestic car	11,077	14,953
Domestic truck	544	966
Oldsmobile	11,621	15,919
Domestic car	16,507	13,014
Imported car	301	1,831
Domestic truck	752	721
Pontiac	17,580	15,586
Domestic car	7,126	2,540
Saturn	7,126	2,540
Domestic car	83,135	91,934
Imported car	2,469	4,622
Domestic truck	45,192	41,895
Imported truck	66	31
GENERAL MOTORS	130,862	138,482
HYUNDAI*	3,241	3,997
Imported car*	263	700
Domestic truck	1,611	836
Imported truck*	2,937	3,235
ISUZU*	4,811	4,771
JAGUAR (imp. car)*	277	267
LAMBORGHINI (imp. car)*	4	4
LAND ROVER		
Imported truck*	99	57
LOTUS (imp. car)*	8	8
MASERATI (imp. car)*	6	8
Domestic car	1,982	1,487
Imported car*	4,547	3,420
Domestic truck	229	292
Imported truck*	2,600	3,847
MAZDA*	9,359	8,847
MERCEDES-BENZ		
Imported car*	2,137	1,442
Domestic car	1,938	1,742
Imported car*	3,341	2,471
Imported truck*	590	623
MITSUBISHI*	5,868	4,837
Infiniti	1,286	1,258
Domestic car	3,389	3,298
Imported car*	8,441	7,318
Domestic truck	2,295	4,120
Imported truck*	4,055	4,186
Nissan*	18,181	18,822
NISSAN MOTOR CORP.	19,467	20,179
PEUGEOT (imp. car)*	11	183
PORSCHE (imp. car)*	128	122
ROLLS-ROYCE		
Imported car*	7	7
SAAB (imp. car)*	1,288	488
STERLING (imp. car)*	8	88
Domestic car	1,144	1,300
Imported car*	1,715	1,379
SUBARU*	2,859	2,679
Imported car	154	102
Imported truck	500	389
SUZUKI*	654	491
Lexus (imp. car)	1,938	2,193
Domestic car	10,811	12,791
Imported car	6,815	9,711
Domestic truck	2,106	0
Imported truck	4,921	9,194
Toyota	24,853	31,896
TOYOTA MOTOR SALES	26,589	33,889
Audi (imp. car)*	284	481
Imported car*	2,382	2,628
Imported truck*	12	174
Volkswagen*	2,394	2,882
VW*	2,673	3,283
VOLVO*	2,890	2,184
YUGO (imp. car)*	8	68
Domestic car	167,931	181,488
Imported car	58,283	59,878
TOTAL CAR	224,134	240,566
Domestic truck	114,984	105,345
Imported truck	15,951	21,739
TOTAL TRUCK	130,935	127,084
TOTAL CAR & TRUCK	354,989	367,650

*Estimated breakdown of North American built and imported car sales not available. There were 8 selling days in the period this year and 9 last year.

Mid-July vehicle sales up 8.6%; trucks strong

KAREN DETKOWSKI

Staff Statistician

U.S. vehicle sales in mid-July were up 8.6 percent from the year-ago period on the basis of the daily selling rate.

There were eight selling days in the period this year, compared with nine last year.

Comparisons in this report are based on the change in the daily rate.

Sales in the second 10 days of July increased 14.6 percent over early July.

Total car sales in the United States rose 4.8 percent above last year's rate.

Domestics were up 4.1 percent; imports rose 7.0 percent.

Automotive News estimates sales for all importers other than Toyota, Nissan and Honda, which report actual sales.

Light-truck sales were up 15.8

percent in mid-July.

Domestic truckmakers dominated with a 22.7 percent increase; importers trailed last year by 17.5 percent.

General Motors reported a daily-rate increase of 6.3 percent over 1991, with 130,862 units delivered in this year's eight-day selling period.

Trucks highlighted GM's gain. Sales were up in both year-to-year and daily-selling-rate calculations.

Automotive News estimates that Chrysler Corp.'s mid-month sales climbed 25.1 percent above 1991. Domestic trucks were up 28.6 percent.

Chrysler does not issue 10-day sales reports.

Ford Motor Co.'s sales advanced 10.7 percent over mid-July 1991. As with GM and Chrysler, trucks led the way with a gain of 10.8 percent. **EN**

Chrysler heads back to Brazil

SAO PAULO, Brazil — After a 13-year absence, Chrysler Corp. is returning to Brazil. But unlike last time, the company will be an importer only.

The company has struck a deal with Sao Paulo-based Industrias Sao Jorge, which will serve as importer and represent Chrysler in creating a dealer network.

When Chrysler stopped building cars and trucks in Brazil in 1979, it sold its operations and the right to use its name to Volkswagen do Brasil. A spokesman for that company said there could be legal problems if Chrysler uses its name.

The first 21 cars are due to arrive next month, according to Luis Fernando Berea, Sao Jorge's general manager.

— Rik Turner

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CANADIAN CAR AND TRUCK SALES

	July 1992	July 1991	7 mos. 1992	7 mos. 1991
BMW (imported car)	482	432	2,650	2,502
N.A. car	5,169	8,389	45,338	61,734
Imported car	1,846	1,770	14,359	11,928
N.A. truck	8,422	10,351	66,013	61,739
Imported truck.....	57	135	467	827
CHRYSLER	15,494	20,645	126,177	136,228
N.A. car	11,148	13,376	78,082	89,166
Imported car	543	598	4,666	4,658
N.A. truck	8,848	9,774	63,288	62,699
FORD	20,539	23,748	146,036	156,523
N.A. car	26,620	29,491	161,357	183,483
Imported car	1,088	1,273	7,162	9,265
N.A. truck	12,293	12,769	80,544	87,463
Imported truck.....	323	367	2,185	2,634
GM	40,324	43,900	251,248	282,845
N.A. car	2,397	2,716	16,426	15,453
Imported car	4,884	6,998	36,397	49,975
HONDA	7,281	9,714	52,823	65,428
N.A. car	525	505	2,934	3,132
Imported car	1,445	1,535	9,088	10,363
HYUNDAI	1,970	2,040	12,022	13,495
JAGUAR (imported car)	45	54	360	425
Imported car	77	56	475	285
Imported truck.....	28	16	167	102
LADA	105	72	642	387
LAND ROVER (imported truck)	6	14	66	83
N.A. car	710	774	2,480	4,319
Imported car	3,156	1,663	25,147	17,974
Truck*	1,864	1,563	13,879	14,350
MAZDA	5,732	4,000	41,506	36,643
MERCEDES-BENZ (imported car)	312	254	2,054	2,157
N.A. car	740	945	6,556	5,419
Imported car	1,889	1,950	12,922	13,067
Truck*	1,050	1,141	6,737	7,567
NISSAN	3,679	4,036	26,215	26,053
PEUGEOT (imported car)	8	15	15	104
SUBARU (imported car)	582	787	4,189	5,124
N.A. car	2	143	98	864
Imported car	487	408	4,380	3,195
N.A. truck	177	362	2,106	2,472
Imported truck.....	406	376	1,515	2,461
SUZUKI	1,072	1,369	8,099	8,992
N.A. car	1,982	1,862	12,257	13,510
Imported car	5,066	4,532	32,440	32,215
Truck*	1,770	1,599	9,409	12,182
TOYOTA	8,818	7,993	54,106	57,907
Imported car	2,290	3,052	16,897	20,909
Imported truck.....	206	98	946	578
VOLKSWAGEN	2,496	3,150	17,843	21,487
N.A. car	110	136	824	1,097
Imported car	96	294	1,486	1,692
VOLVO	206	430	2,310	2,789
N.A. car	49,403	58,337	326,352	378,177
Imported car	24,210	25,751	174,687	185,838
TOTAL CAR	73,613	84,088	501,039	564,015
N.A. truck	29,740	33,256	211,951	214,373
Imported truck	5,710	5,309	35,371	40,784
TOTAL TRUCK	35,450	38,565	247,322	255,157
TOTAL CANADA SALES	109,063	122,653	748,361	819,172

*Breakdown of N.A.-built and imported sales not available.

NOTE: N.A. sales are cars and trucks built in the United States and Canada.

Source: Automotive News Data Center and Assn. of Int'l. Automobile Mfrs. of Canada

Canada sales drop again

ANNE E. WRIGHT

Chief Staff Writer

Sales of cars and light trucks in Canada continued to lose steam in July as the market dropped for the fourth consecutive month.

Car sales in July totaled 73,613, off 12.5 percent from the year-ago month. Truck sales were 35,450, down 8.1 percent. The combined total dipped 11.1 percent.

For seven months, total light-vehicle sales were off 8.6 percent. Cars sales slid 11.2 percent, and trucks dipped 3.1 percent from the same period one year ago.

Chrysler Canada truck sales in July fell 19.1 percent, the first monthly decline in 1992. For the year, Chrysler's truck sales were

6.3 percent ahead of 1991.

Chrysler's car sales were off 31.0 percent for the month and 19.0 percent for the year.

Ford Motor Co. of Canada's July performance mimicked that of Chrysler with declines in both car and truck sales. Year-to-date truck sales were barely ahead of 1991.

General Motors' sales for the month were off 8.2 percent from last year. Year-to-date car sales were down 12.6 percent and trucks were off 8.2 percent, leaving the company 11.2 percent below 1991.

Manufacturers reporting increases for July included Mazda, 43.3 percent; Mercedes-Benz, 22.8 percent; and Toyota, 10.3 percent. **■**

GM readies credit card program

DETROIT — General Motors will unveil as early as September its long-awaited general-purpose credit card program that offers a discount on a new GM vehicle, a company executive has confirmed.

The blue-and-white card, available as either Visa or MasterCard, carries GM's logo and will be is-

sued by Household Bank. The card was delayed when the original issuer, Bank One, withdrew earlier this year.

The card will credit as much as 5 percent of a customer's annual purchases toward a new GM car or truck.

— Chain News Service

Florida tourists are first to put LH cars to the test

Close watch kept on rental fleets

RICHARD TRUETT

Special Correspondent

ORLANDO, Fla. — The temperature is in the upper 90s most days, and traffic near Walt Disney World and other popular destinations is lined up bumper-to-bumper because of the flood of tourists who bought cut-rate airline tickets.

That is the environment in which the first of about 800 Eagle Vision and Dodge Intrepid sedans have landed.

Chrysler Corp. wants to know how well its new LH cars will hold up under tough conditions. The cars sentenced to a six-month test in the Orlando rental fleets of General Rent-A-Car and Dollar Rent A Car, both owned by Chrysler, probably will take a pretty good pounding. Another 200 or so are in Denver for altitude testing.

Early results in Orlando appear promising. During the last week of July, the first full week the cars were available in volume, Dollar and General rented 400 Visions.

The rental companies said no vehicle-stopping problems were reported. Service managers at several central Florida Chrysler dealerships also said no LH cars were brought in because of mechanical failures.

"So far, so good. We've had no breakdowns. We've heard nothing but good," said Jerry Slyn, service manager at Dollar's Orlando airport facility.

Larry Nieves, General's Orlando city manager, also said the vehicles have performed well. He said tourists have praised the cars' room, handling and especially the air conditioning. Chrysler's first chlorofluorocarbon-free system.

However, Chrysler may be sorting out a few minor last-minute bugs before the cars are officially introduced Nov. 1.

A team of engineers working one blistering afternoon last week at the General Rent-A-Car facility near Orlando International Airport said they spotted a few minor fit and finish problems. A suspension engineer said Chrysler may be



Some of the first production Eagle Visions went to rental fleets in Florida.

looking at ways to reduce road noise by modifying the rear shock mounts. There may also be some fine-tuning of the computerized transmission's shift timing.

In Detroit, Chrysler spokesman Tom Jakobowski was quick to downplay the significance of this first real-world test of the LH. He called it just a routine "field test."

But it is more than that. The engineers working out of Chrysler's Orlando zone office have the authority to put the brakes on the LH if they find any major problems. One call could stop the production line.

"We will close that plant down in a second if we feel that we are not at the quality level we need," said Chrysler spokesman Jason Vines.

The LH's four-speed electronic transmission is a distant relative of the troublesome A-604, but Glenn Gardner, LH team leader and general manager of Chrysler's large-car platform engineering team, said no major problems have been reported.

However, he said some last-minute changes were made in the transmission's software, and engineers are still evaluating the timing of the shifts under different throttle positions.

"We have been constantly making improvements in the transmission over the last two months. We are tweaking it to get to an absolute state of superior finesse," Gardner said.

He said Chrysler hopes to gather some crash data on the cars in Orlando. "We don't want any accidents, but Florida is known in certain circles to have many accidents," he said. "We are anxious, should any accidents occur, to know how our dual airbags perform in real-world tests."

Gardner said Chrysler will also take a close look at how well the LH's air conditioner performs.

"The summer environment is hot and humid," he said. "We think we have engineered the world's best air conditioner in this car. We said, 'Let tourists load it with people and have them test it.'"

Gardner said production at the Bramalea, Ontario, plant is up to about 150 cars per day and the plant is on schedule. Production began June 30.

While the Vision and Intrepid are in Orlando, Chrysler engineers will pull cars from the rental car fleet at random for durability checks that may involve taking apart engines, transmissions and other components.

"The launch will be very slow," Gardner said. "It won't accelerate very rapidly. That will give us more opportunities to catch any problems and fix them before too many cars get out in the field." **■**

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Audi positioned for comeback

Maker pins fortunes on revamped lineup

ARLENA SAWYERS

Staff Reporter

CHICAGO — Pointing to the positive results of a recent consumer survey, a revamped product line and a lean dealer body, Audi is poised for a comeback in the United States, said Richard Mugg.

Mugg, vice president of Volkswagen of America Inc. in charge of Audi of America Inc., said the company is studying the possibility of producing vehicles — perhaps smaller than those currently offered by Audi — in the United States, but added that there "are no concrete plans" to do so.

Still, he admits that additional production capacity would be necessary if Audi reclaims its place as a heavyweight in the U.S. luxury car market. Audi's two plants in Germany currently have two shifts to help meet international de-

mands, he said.

"If (Audi) wants to grow in the United States they're going to have to have additional production capacity," said Mugg. "They recognize that and are studying the problem."

"This is all extremely speculative... there are always studies. There is a desire on Audi's part to regain its prominence in the U.S. market."

At its peak in 1985, Audi sold 74,000 vehicles in the United States. Plagued by accusations of sudden acceleration, sales plunged in the late 1980s.

While the company was eventually cleared of all fault, a marred reputation, a poor economy and increased competition in the luxury-car segment prevented a sales recovery. Audi sold 12,283 cars in calendar 1991, down from 21,106 in 1990.

In an effort to bolster sales, the company replaced most of its product line. The all-new 1992 Audi 100 was introduced last fall followed by the 1992 S4 in May,

which replaced the 200, and the 1993 Audi 90 in July. Mugg said Audi expects to sell 17,000 vehicles in calendar 1992 and about 22,000 to 23,000 in 1993.

In the last two years, Audi pared its dealer body to 309, down from a peak of 400.

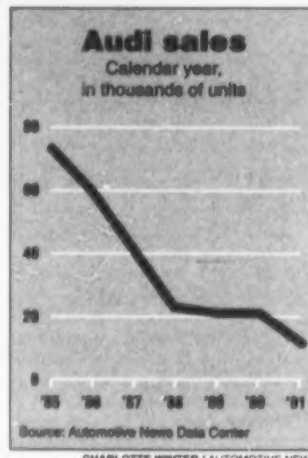
The dealers, Mugg said, "are somewhat frustrated. They see the product, they see the potential."

Mugg said the J.D. Power and Associates 1991 Image Nameplate Study, a consumer survey that indicates how nameplates are perceived, confirms what Audi and its dealers already knew.

He said consumers perceive Audi as more comfortable than BMW, sportier than Mercedes-Benz and Lexus and more luxurious than Acura.

"That tells us that Audi is perceived as a superbly balanced, value-laden automobile that matches its competitors without being extreme in any one attribute," he said.

Mugg declined to detail Audi's budget, but said the company is



CHARLOTTE WINTER / AUTOMOTIVE NEWS

using databased marketing, cable TV, newspaper and radio to market the revamped product line.

He said, "We will increase our spending as we increase our volume in a steady, systematic way." ■

LOPEZ

GM suppliers voice concerns at conference

continued from PAGE 1

■ One supplier said GM took the supplier's blueprints for a part that had taken the supplier 10 years to develop and then sent the prints out to the supplier's competitors for bids.

■ Another supplier said it had received calls from GM purchasing people asking it to bid on a component that the supplier was obviously not equipped to build.

When the supplier asked the purchasing agent why the supplier was being called, the purchasing agent apologized and said he had been instructed to get more than 10 bids for the component.

■ A small supplier said it was trying to sort through bidding on nearly two dozen GM projects at the same time — including five contracts that the supplier already holds with the automaker.

That supplier said GM is now using a two-round bidding system. After the first round, GM takes the lowest bid and allows a handful of low bidders to try to beat that bid.

In the face of that criticism, conference attendee William Hoglund, GM executive vice president, defended Lopez and his tactics.

"There's going to be change inside of GM and outside," said Hoglund. "Things will be different for you. It's going to change, it's going to get tougher, but GM and its suppliers will both win over the long term."

Hoglund said Lopez can repeat the successes he scored in Europe, where he reduced GM Automotive Component Group labor costs by 64 percent, plant space by 40 percent and production lead time by 75 percent.

Hoglund said the Lopez-led teams "are loaded with manufacturing-engineering expertise, and provide damn good input to GM manufacturing people."

In recent years, GM "lost a lot of expertise in manufacturing," he said. The application of creative engineering to the shop floor is missing.

Also at the seminar was Donald Runkle, vice president of advanced engineering for GM. He believes matters related to Lopez "are being misconstrued."

Said Runkle, "There is a three-legged stool of quality, service and price. There's too much attention being placed on price."

He said the hubbub over Lopez "is mostly the substantial change that is now occurring. It takes a while to settle the waves down."

Runkle said GM's main problem now is that GM's purchasing has been centralized (the entire purchasing organization reports only to Lopez), while GM engineering operations are decentralized.

"That's the problem we're debating right now," Runkle said. "The centralized purchasing activity has caused confusion internally."

Ford, Chrysler react to Lopez

AL FLEMING

Industry Editor

TRAVERSE CITY, Mich. — How do the top purchasing executives of Ford Motor Co. and Chrysler Corp. react to General Motors' J. Ignacio Lopez?

"As of now, Mr. Lopez is not causing us great concern," said Norman Ehlers, Ford's purchasing vice president.

"But should GM as a result of Mr. Lopez's programs claim that it is saving millions and millions of dollars by taking large costs out of suppliers, there will be a lot of rethinking by Ford and Chrysler to do the same thing," Ehlers said.

"We would prefer to concentrate on working with suppliers to reduce costs and improve efficiencies, and not upset the fruit basket by opening up contracts and rebidding," he said.

Thomas Stallkamp, Chrysler's vice president of procurement and supply, in an obvi-

ous reference to GM rebidding tactics, said Chrysler is empowering suppliers by signing multi-year contracts with them — from three to five years, and in some cases, for the life of the vehicle.

This replaces the annual bidding process, Stallkamp said. "Without long-term relationships, suppliers operate with less certainty. Instead, they can plan for the future and make intelligent capital investments. As far as we're concerned, these long-term agreements mean that it is their business to lose."

Stallkamp said Chrysler also tries to keep written contracts as simple as possible. "That means plain English, with as little legal jargon as we can get away with — and our lawyers are actually cooperating."

Stallkamp said Chrysler's SCORE (supplier cost-reduction) program, launched in 1989, has saved Chrysler \$161 million to date. ■

Industry abuzz over changes

GM's new purchasing regime was such a hot topic that almost everyone had something to say:

■ **Ralph Reins**, president of Allied-Signal Automotive: "We like what Mr. Lopez is doing in Europe, he didn't give GM's captive component suppliers a nickel's advantage over outside sources. It was straight competition. We're going head-to-head with several GM component divisions and we expect to get business on an even playing field."

■ **John Spoelhof**, president of Prince Corp.: "Things are tough. Tough enough to think fondly about the good old days of 3-2-2."

■ **Heinz Prechter**, chairman of ASC Inc.: "We've got a pile of contracts two-feet high from GM that we are looking at. We expect to get new business."

■ **Lee Iacocca**, chairman of Chrysler Corp.: "I don't know Lopez. I hear about this dichotomy (between Lopez and suppliers). He

wants lower costs and he sends out letters. What counts is how you get lower costs. You can't mandate them and say, 'Gimme 3 percent; I'll see you later.'"

■ **Materials supplier**: "Our company has limited resources to invest in automotive product development and technology. We can spread it only so far among automotive customers. We may decide to withdraw from GM and focus on Ford, Chrysler and others."

■ **Clinton Lauer**, retired purchasing vice president at Ford Motor Co.: "He (Lopez) has got the right idea but he's going about it the wrong way. Generally, suppliers who have contracts now have demonstrated that they are the best suppliers. In rebidding, a lot of old losers and low bidders may get new contracts, for a year, until they demonstrate their incapability. That could hurt not only GM, but Ford and Chrysler, because they may be led back into the 1970s low-bidder mentality."

Runkle said he expects it will "be worked out within six months."

One of the more outspoken critics of the new regime was Gerald Jusco, FIT Automotive vice president of corporate and industry relations.

Jusco insists that the big suppliers already have squeezed prices and know how to be competitive without being told, adding that he has requested that GM honor its contract.

He said GM is trying to mandate change but is unwilling to make it a two-way street.

Jusco said there needs to be a dialogue between GM and its largest suppliers to find a

solution.

He said several suppliers are talking about a plan in which the chief executive officer and perhaps another official from each of the 10 largest suppliers would sit down with Lopez and a handful of his staff to discuss how to reduce GM and supplier costs.

"We can't afford to go back to a 1970s mentality where price is the reason for supplier selection, because what eventually will happen is many suppliers will go out of business," Jusco said. "This has got to be straightened out very quickly." ■

NADA

More used than new sold in '91

continued from PAGE 3

Two years ago, franchised dealers sold more used vehicles than new for the first time since World War II. It happened again in 1991, and NADA says the trend will continue.

And more troubling to dealers, the gap between new-vehicle sales and used-vehicle sales has widened, according to the study.

Dealers sold 12.3 million new cars and trucks and 14.2 million used vehicles in 1991, compared to sales of 13.9 million new and 14.3 million used vehicles in 1990, according to the study.

Sales of used cars were partially driven by the popular program cars — nearly new vehicles repurchased from daily rental companies by automakers and redistributed to dealers at auctions. Program-car sales are estimated at 1.3 million for the 1992 model year.

But automakers are cutting back on fleet volume as new-car sales improve. Chrysler Corp., for example, is expected to reduce its program-car volume to 150,000 vehicles in the 1993 model year from 210,000 in the 1992 model year. General Motors' program car volume is expected to fall to 500,000 in the 1993 model year from an estimated 700,000 in 1992.

"We believe 1991 is the trough in the auto industry's latest downturn," said Tom Webb, NADA's chief economist. "A slow rebuilding is under way."

He said dealerships are more efficient now than ever before, service work has taken on additional importance and the dealer's ability to satisfy customers is better than ever.

Despite new-car department losses, dealers still know how to spend. Total dealership expenditures for 1991 included payrolls of \$23.5 billion, advertising costs of \$3.5 billion, rent of \$3.7 billion and floorplan interest on their cars of \$2.1 billion.

Used-vehicle dollar sales rose 3 percent in 1991. Service and parts sales rose only 2.5 percent last year compared to 5 percent in 1990.

A decade has wrought dramatic change in dealerships: small mom-and-pop shops are becoming an endangered species.

In 1981, nearly 10,000 dealerships sold fewer than 150 new units. Today, there are fewer than 6,000 such dealerships. In contrast, 5,200 dealerships sell more than 750 units today, compared to 3,650 at that volume in 1981.

Of the 14.2 million used vehicles sold by auto dealers in 1991, 8.8 million were retailed and 5.4 million were wholesaled. Dealers obtained 65 percent of used units retailed from trade-ins and a record of 28 percent from auctions.

The used-vehicle department accounted for nearly 25 percent of the average dealership's total sales volume in 1991. Parts and service accounted for 15.6 percent of the average dealership's total sales last year.

Service is the watchword: The average service department is open 48 hours per week, and 44 percent of dealers have instituted either evening or weekend service hours. ■



Webb: sees slow rebuilding

U.S. CAR AND LIGHT-TRUCK SALES, JULY — 1992 vs. 1991 (ranked by car and light-truck total sales)

Make	Car Sales		1992 Share	1991 Share	Truck Sales		1992 Share	1991 Share	Car & Truck Totals		% Share of Total Car & Truck Market	1992	1991	Changes	
	1992	1991			1992	1991			1992	1991				(Points)	(Percent)
Ford	107,303	103,450	14.6	13.4	121,765	113,321	30.1	28.8	229,068	216,771	20.1	18.6	1.5	5.7	41,742
Chevrolet/Geo*	97,800	125,427	13.3	16.2	106,460	100,755	26.3	25.6	204,260	226,182	17.9	19.4	-1.4	-9.7	39,086
Toyota	63,145	70,556	8.6	9.1	26,319	26,692	6.5	6.8	89,464	97,248	7.9	8.3	-0.5	-8.0	36,144
Dodge	20,811	22,382	2.9	2.9	43,106	40,376	10.6	10.3	63,917	62,758	5.6	5.4	0.2	1.8	29,597
Honda	57,539	53,427	7.9	6.9	—	—	—	—	57,539	53,427	5.1	4.6	0.5	8.3	25,867
Buick	50,608	52,293	6.9	6.8	—	—	—	—	50,608	52,293	4.4	4.5	0.0	-3.2	23,967
Pontiac	44,999	47,355	6.1	6.1	2,268	2,204	0.6	0.6	47,267	49,559	4.2	4.2	-0.1	-4.6	23,158
Nissan	29,631	41,247	4.0	5.3	11,766	18,745	2.9	4.8	41,397	59,992	3.6	5.1	-1.5	-31.0	23,087
Mercury	39,745	34,568	5.4	4.5	370	—	0.1	—	40,115	34,568	3.5	3.0	0.6	16.0	22,966
Oldsmobile	35,338	48,199	4.8	6.2	1,842	3,653	0.5	0.9	37,180	51,852	3.3	4.4	-1.2	-28.3	22,371
GMC	—	—	—	—	32,470	27,873	8.0	7.1	32,470	27,873	2.9	2.4	0.5	16.5	—
Mazda	20,769	17,295	2.8	2.2	8,989	13,054	2.2	3.3	29,758	30,349	2.6	2.6	0.0	-1.9	—
Plymouth	13,441	12,014	1.8	1.6	15,765	16,787	3.9	4.3	29,206	28,801	2.6	2.5	0.1	1.4	—
Saturn	22,305	8,538	3.0	1.1	—	—	—	—	22,305	8,538	2.0	0.7	1.2	161.2	—
Jeep	—	—	—	—	19,817	17,575	4.9	4.5	19,817	17,575	1.7	1.5	0.2	12.8	—
Mitsubishi	16,457	14,187	2.2	1.6	2,102	2,449	0.5	0.6	18,559	16,636	1.6	1.4	0.2	11.6	—
Chrysler	12,943	8,488	1.7	1.1	1,457	313	0.4	0.1	14,400	8,801	1.3	0.8	0.5	63.6	—
Subaru	12,491	10,686	1.7	1.4	—	—	—	—	12,491	10,686	1.1	0.9	0.2	16.9	—
Cadillac	11,807	15,398	1.6	2.0	—	—	—	—	11,807	15,398	1.0	1.3	-0.3	-23.3	—
Lincoln	11,457	14,622	1.6	1.9	—	—	—	—	11,457	14,622	1.0	1.3	-0.2	-21.6	—
Hyundai	9,457	11,356	1.3	1.5	—	—	—	—	9,457	11,356	0.8	1.0	-0.1	-16.7	—
Acura	9,245	13,428	1.3	1.7	—	—	—	—	9,245	13,428	0.8	1.2	-0.3	-31.2	—
Isuzu	649	819	0.1	0.1	8,183	6,977	2.0	1.8	8,832	7,796	0.8	0.7	0.1	13.3	—
Lexus	7,655	6,550	1.0	0.8	—	—	—	—	7,655	6,550	0.7	0.6	0.1	16.9	—
VW	6,541	8,290	0.9	1.1	76	682	0.0	0.2	6,617	8,972	0.5	0.8	-0.2	-26.2	—
Volvo	6,399	5,765	0.9	0.7	—	—	—	—	6,399	5,765	0.6	0.5	0.1	11.0	—
BMW	6,210	4,859	0.8	0.6	—	—	—	—	6,210	4,859	0.5	0.4	0.1	27.8	—
Mercedes	4,616	4,758	0.6	0.6	—	—	—	—	4,616	4,758	0.4	0.4	0.0	-3.0	—
Eagle	4,470	5,064	0.6	0.7	—	—	—	—	4,470	5,064	0.4	0.4	0.0	-11.7	—
Infiniti	4,214	5,441	0.6	0.7	—	—	—	—	4,214	5,441	0.4	0.5	-0.1	-22.6	—
Suzuki	549	554	0.1	0.1	1,804	1,377	0.5	0.4	2,433	1,931	0.2	0.2	0.0	26.0	—
Saab	2,210	2,167	0.3	0.3	—	—	—	—	2,210	2,167	0.2	0.2	0.0	2.0	—
Audi	866	772	0.1	0.1	—	—	—	—	866	772	0.1	0.1	0.0	12.2	—
Jaguar	457	833	0.1	0.1	—	—	—	—	457	833	0.0	0.1	0.0	-45.1	—
Daihatsu	340	655	0.0	0.1	101	194	0.0	0.0	441	849	0.0	0.1	0.0	-48.1	—
Porsche	390	406	0.1	0.1	—	—	—	—	390	406	0.0	0.0	0.0	-3.9	—
Land Rover	—	—	—	—	241	240	0.1	0.1	241	240	0.0	0.0	0.0	0.4	—
Alfa Romeo	200	282	0.0	0.0	—	—	—	—	200	282	0.0	0.0	0.0	-29.1	—
Rolls/Bentley	29	43	0.0	0.0	—	—	—	—	29	43	0.0	0.0	0.0	-32.6	—
Peugeot	18	279	0.0	0.0	—	—	—	—	18	279	0.0	0.0	0.0	-93.5	—
Sterling	—	493	—	—	—	—	—	—	—	493	0.0	0.0	0.0	—	—
Yugo	—	279	0.0	0.0	—	—	—	—	—	279	0.0	0.0	0.0	—	—
Other*	145	145	0.0	0.0	—	—	—	—	145	145	0.0	0.0	0.0	0.0	—
TOTAL	733,549	773,370	100.0	100.0	404,981	393,267	100.0	100.0	1,138,530	1,166,637	100.0	100.0	0.0	-2.4	—
TOTAL BIG 3	473,027	497,798	64.5	64.4	345,320	322,857	85.3	82.1	818,347	820,655	71.9	70.3	1.5	-0.2	—
TOTAL JAPAN	222,984	234,845	30.4	30.4	59,344	69,488	14.7	17.7	282,328	304,333	24.8	26.1	-1.3	-7.3	—
TOTAL EUROPE	28,081	29,371	3.8	3.8	317	922	0.1	0.2	28,398	30,293	2.5	2.6	-0.1	-6.3	—
GM	262,857	297,210	35.8	38.4	143,040	134,485	35.3	34.2	405,897	431,695	35.7	37.0	-1.4	-6.0	—
Ford	158,505	152,640	21.6	19.7	122,135	113,321	30.2	28.8	280,640	265,961	24.6	22.8	1.9	5.5	—
Chrysler	51,665	47,948	7.0	6.2	80,145	75,051	19.8	19.1	131,810	122,999	11.6	10.5	1.0	7.2	—
Toyota/Lexus	70,800	77,106	9.7	10.0	26,319	26,692	6.5	6.8	97,119	103,798	8.5	8.9	-0.4	-6.4	—
Honda/Acura	67,084	66,855	9.1	8.6	—	—	—	—	67,084	66,855	5.9	5.7	0.2	0.3	—
Nissan/Infiniti	33,845	46,688	4.6	6.0	11,766	18,745	2.9	4.8	45,611	65,433	4.0	5.6	-1.6	-30.3	—
VW/Audi	7,407	9,062	1.0	1.2	76	682	0.0	0.2	7,483	9,744	0.7	0.8	-0.2	-23.2	—
*Geo	26,261	32,754	3.6	4.2	3,811	3,678	0.9	0.9	30,072	36,432	2.6	3.1	-0.5	-17.5	—
†Made by Japan**	266,180	289,972	36.3	37.5	62,666	72,538	15.5	18.4	328,846	362,510	28.9	31.1	-2.2	-9.3	—

*Includes 1992 estimated sales of 80-Ferrari, 27-Lotus, 20-Maserati, 13-Lamborghini, and 5-Aston Martin.

**Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

U.S. CAR AND LIGHT-TRUCK SALES, 7 MONTHS — 1992 vs. 1991

Make	Car Sales		1992 Share	1991 Share	Truck Sales		1992 Share	1991 Share	Car & Truck Totals		% Share of Total Car & Truck Market		Changes	
	1992	1991			1992	1991			1992	1991	1992	1991	Share (Points)	Sales (Percent)
Ford	708,631	644,786	14.3	13.1	814,690	701,560	30.3	28.8	1,523,321	1,346,346	20.0	17.6	2.3	13.1
Chevrolet/Geo*	645,326	740,832	13.1	15.1	667,397	637,129	24.8	26.2	1,312,723	1,377,961	17.2	18.1	-0.9	-4.7
Toyota	398,640	393,716	8.1	8.0	151,370	153,248	5.6	6.3	550,010	546,964	7.2	7.2	0.0	0.6
Dodge	160,265	193,266	3.2	3.9	331,141	274,306	12.3	11.3	491,406	467,572	6.4	6.1	0.3	5.1
Honda	370,636	380,980	7.5	7.8	—	—	—	—	370,636	380,980	4.9	5.0	-0.1	-2.7
Pontiac	332,631	310,469	6.7	6.3	18,783	13,239	0.7	0.5	351,414	323,708	4.6	4.2	0.4	8.6
Buick	317,570	326,748	6.4	6.7	—	—	—	—	317,570	326,748	4.2	4.3	-0.1	-2.8
Nissan	210,307	219,578	4.3	4.5	88,440	99,336	3.3	4.1	298,747	318,914	3.9	4.2	-0.3	-6.3
Oldsmobile	257,561	258,801	5.2	5.3	17,228	17,641	0.6	0.7	274,789	276,442	3.6	3.6	0.0	0.6
Mercury	239,518	226,644	4.8	4.6	370	—	0.0	—	239,888	226,644	3.1	3.0	0.2	5.8
Plymouth	105,554	109,051	2.1	2.2	121,726	102,792	4.5	4.2	227,280	211,843	3.0	2.8	0.2	7.3
Mazda	152,365	140,682	3.1	2.9	53,823	71,295	2.0	2.9	206,186	211,977	2.7	2.8	-0.1	-2.7
GMC	—	—	—	—	194,956	167,755	7.2	6.9	194,956	167,755	2.6	2.2	0.4	16.2
Jeep	—	—	—	—	141,673	101,703	5.3	4.2	141,673	101,703	1.9	1.3	0.5	39.3
Cadillac	123,860	120,344	2.5	2.5	—	—	—	—	123,860	120,344	1.6	1.6	0.0	2.9
Saturn	117,715	33,858	2.4	0.7	—	—	—	—	117,715	33,858	1.5	0.4	1.1	—
Mitsubishi	96,030	97,955	1.9	2.0	12,489	16,990	0.5	0.7	108,519	114,945	1.4	1.5	-0.1	-5.6
Chrysler	81,876	72,964	1.7	1.5	9,337	2,239	0.3	0.1	91,213	75,203	1.2	1.0	0.2	21.3
Lincoln	89,727	110,939	1.8	2.3	—	—	—	—	89,727	110,939	1.2	1.5	-0.3	-19.1
Acura	73,538	84,995	1.5	1.7	—	—	—	—	73,538	84,995	1.0	1.1	-0.2	-13.5
Subaru	65,090	65,844	1.3	1.3	—	—	—	—	65,090	65,844	0.9	0.9	0.0	-1.1
Hyundai	64,519	68,446	1.3	1.4	—	—	—	—	64,519	68,446	0.8	0.9	-0.1	-5.7
Isuzu	6,172	8,200	0.1	0.2	51,585	57,503	1.9	2.4	57,577	65,703	0.8	0.9	-0.1	-12.1
Lexus	51,424	34,848	1.0	0.7	—	—	—	—	51,424	34,848	0.7	0.5	0.2	47.6
VW	46,985	57,690	1.0	1.2	622	3,615	0.0	0.1	47,607	61,305	0.6	0.8	-0.2	-22.3
Volvo	45,114	45,022	0.9	0.9	—	—	—	—	45,114	45,022	0.6	0.6	0.0	0.2
Mercedes	39,593	33,177	0.8	0.7	—	—	—	—	39,593	33,177	0.5	0.4	0.1	19.3
BMW	37,519	28,798	0.8	0.6	—	—	—	—	37,519	28,798	0.5	0.4	0.1	30.3
Eagle	31,939	34,537	0.6	0.7	—	—	—	—	31,939	34,537	0.4	0.5	0.0	-7.5
Infiniti	24,347	21,030	0.5	0.4	—	—	—	—	24,347	21,030	0.3	0.3	0.0	15.8
Saab	16,001	16,070	0.3	0.3	—	—	—	—	16,001	16,070	0.2	0.2	0.0	-0.4
Suzuki	3,609	3,115	0.1	0.1	10,868	10,261	0.4	0.4	14,477	13,376	0.2	0.2	0.0	8.2
Audi	7,643	7,016	0.2	0.1	—	—	—	—	7,643	7,016	0.1	0.1	0.0	8.9
Daihatsu	4,614	3,877	0.1	0.1	2,197	1,845	0.1	0.1	6,811	5,722	0.1	0.1	0.0	19.0
Jaguar	5,266	5,175	0.1	0.1	—	—	—	—	5,266	5,175	0.1	0.1	0.0	1.8
Porsche	2,804	2,843	0.1	0.1	—	—	—	—	2,604	2,843	0.0	0.0	0.0	-8.4
Alfa Romeo	1,995	2,364	0.0	0.0	—	—	—	—	1,995	2,364	0.0	0.0	0.0	-15.6
Land Rover	—	—	—	—	1,928	1,639	0.1	0.1	1,928	1,639	0.0	0.0	0.0	17.6
Yugo	1,412	1,508	0.0	0.0	—	—	—	—	1,412	1,508	0.0	0.0	0.0	-6.4
Peugeot	333	2,381	0.0	0.0	—	—	—	—	333	2,381	0.0	0.0	0.0	-86.0
Rolls/Bentley	224	210	0.0	0.0	—	—	—	—	224	210	0.0	0.0	0.0	6.7
Sterling	—	1,932	—	0.0	—	—	—	—	—	1,932	0.0	0.0	0.0	—
Other*	1,015	1,015	0.0	0.0	—	—	—	—	1,015	1,015	0.0	0.0	0.0	0.0
TOTAL	4,939,168	4,911,706	100.0	100.0	2,690,623	2,434,096	100.0	100.0	7,629,789	7,345,802	100.0	100.0	0.0	3.9
TOTAL BIG 3	3,212,173	3,183,239	65.0	64.8	2,317,301	2,018,364	86.1	82.9	5,529,474	5,201,603	72.5	70.8	1.7	6.3
TOTAL JAPAN	1,456,770	1,454,820	29.5	29.6	370,772	410,478	13.8	16.9	1,827,542	1,865,298	24.0	25.4	-1.4	-2.0
TOTAL EUROPE	205,704	205,201	4.2	4.2	2,550	5,254	0.1	0.2	208,254	210,455	2.7	2.9	-0.1	-1.0
GM	1,794,663	1,791,052	36.3	36.5	898,364	835,764	33.4	34.3	2,693,027	2,626,816	35.3	35.8	-0.5	2.5
Ford	1,037,876	982,369	21.0	20.0	815,060	701,560	30.3	28.8	1,852,936	1,683,929	24.3	22.9	1.4	10.0
Chrysler	379,634	409,818	7.7	8.3	603,877	481,040	22.4	19.8	983,511	890,858	12.9	12.1	0.8	10.4
Toyota/Lexus	450,064	428,564	9.1	8.7	151,370	153,248	5.6	6.3	601,434	581,812	7.9	7.9	0.0	3.4
Honda/Acura	444,174	465,975	9.0	9.5	—	—	—	—	444,174	465,975	5.8	6.3	-0.5	-5.7
Nissan/Infiniti	234,654	240,608	4.8	4.9	88,440	99,336	3.3	4.1	323,094	339,944	4.2	4.6	-0.4	-4.0
VW/Audi	54,628	64,706	1.1	1.3	622	3,615	0.0	0.1	55,250	68,321	0.7	0.9	-0.2	-19.1
*Geo	152,905	156,882	3.1	3.2	21,020	19,789	0.8	0.8	173,925	176,671	2.3	2.4	-0.1	-1.6
Made by Japan**	1,702,215	1,724,390	34.5	35.1	389,891	426,961	14.5	17.5	2,092,106	2,151,351	27.4	29.3	-1.9	-2.8
**Includes 1992 estimated sales of 560-Ferrari, 189-Lotus, 140-Maserati, 91-Lamborghini, and 35-Asion Martin.														
**Excludes vehicles sold by the Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by the Japanese but made in Big 3 plants.														

DOMESTIC CAR SALES, JULY & YTD

	July 1992	July 1991	7 Mos. 1992	7 Mos. 1991
Summit	715	743	3,935	4,256
Talon	2,610	2,367	18,129	18,375
Premier	79	1,173	2,016	7,012
Total Eagle	3,404	4,283	24,080	29,645
Horizon	0	122	0	505
Laser	2,290	2,470	15,376	17,393
Sundance	4,509	3,328	38,714	25,034
Acclaim*	5,159	4,527	41,169	56,858
Total Plymouth	11,958	10,447	95,259	99,790
LeBaron A*	1,822	1,217	17,717	10,356
LeBaron J	6,315	2,069	29,439	24,319
Fifth Avenue	3,455	3,252	21,625	23,023
Imperial	311	772	3,673	6,176
New Yorker	1,040	1,132	9,422	8,291
Total Chrysler	12,943	8,442	81,876	72,165
Omni	0	148	0	561
Shadow*	6,208	5,747	51,200	42,901
Monaco	40	1,419	756	5,329
Daytona	1,460	1,048	8,076	8,915
Spirit*	4,690	4,037	35,216	48,603
Dynasty	6,001	6,403	47,166	64,268
Viper	21	0	24	0
Total Dodge	18,429	18,802	142,330	170,577
CHRYSLER CORP.	46,725	41,974	343,653	372,177
Escort*	22,371	28,771	158,154	145,581
Mustang	7,120	8,631	53,089	47,793
Tempo	19,201	13,073	134,571	106,573
Taurus	29,597	25,653	210,786	181,605
Thunderbird	8,679	7,062	50,280	45,352
Probe	6,380	10,865	34,494	52,708
Crown Victoria	10,986	6,429	57,905	43,028
Total Ford Division	104,334	100,484	687,708	622,640
Topaz	8,572	5,749	47,357	36,221
Sable	10,540	8,880	69,509	60,377
Cougar	5,467	5,396	31,505	34,122
Grand Marquis	9,373	7,794	57,397	57,113
Total Mercury	33,952	27,819	205,768	187,833
Continental	2,569	3,944	19,897	31,418
Town Car	8,402	9,827	66,605	73,880
Mark VII	486	851	3,225	5,641
Total Lincoln	11,457	14,622	89,727	110,939
Total L-M Division	45,409	42,441	295,495	298,772
FORD MOTOR CO.	149,743	142,925	983,203	921,412
Roadmaster	4,867	4,857	27,969	18,626
Skylark	5,942	2,712	39,269	46,369
Century*	9,247	15,918	69,650	78,132
Regal	12,888	11,785	59,841	66,916
LeSabre	11,150	6,089	79,093	54,882
Reatta	0	185	95	1,614
Park Avenue	5,386	9,818	34,542	51,505
Riviera	1,128	929	7,111	8,704
Total Buick	50,608	52,293	317,570	326,748
Allante	241	281	1,347	1,777
Seville	2,845	719	21,033	17,855
DeVille	5,746	11,880	80,430	78,809
Brougham	564	1,629	6,252	12,747
Eldorado	2,411	889	14,798	9,156
Total Cadillac	11,807	15,398	123,860	120,344
Geo Metro	9,646	5,830	56,581	39,239
Geo Prizm	9,913	16,454	48,278	58,940
Cavalier	17,241	24,968	133,694	176,139
Camaro	6,291	5,345	40,412	30,755
Celebrity	1	2	2	4,078
Corsica-Beretta	12,881	26,706	104,926	143,041
Lumina	23,067	23,042	137,414	139,176
Caprice	10,743	11,132	64,546	80,056
Corvette	1,295	1,478	11,427	10,705
Total Chevrolet	91,898	114,957	597,280	682,129
Calais	176	3,776	3,577	36,352
Achieva	8,356	0	47,775	0
Cutlass Ciera	9,999	17,501	76,894	82,416
Cutlass Supreme	6,691	8,294	54,344	55,574
Eighty Eight	5,283	9,006	43,950	38,978
Custom Cruiser wagon	450	769	3,064	4,798
Ninety Eight	3,779	8,481	24,754	34,801
Toronado	604	372	3,203	4,877
Total Oldsmobile	35,338	48,199	257,561	258,801
Sunbird	6,135	9,164	45,477	58,030
Firebird	2,074	2,937	14,321	14,305
Grand Am	16,704	9,684	136,763	100,520
Pontiac 6000	0	1,763	708	19,859
Grand Prix	9,414	11,671	66,322	62,601
Bonneville	9,662	7,966	58,956	33,416
Total Pontiac	43,989	43,185	322,547	288,731
Total Saturn	22,305	8,538	117,715	33,858
GENERAL MOTORS	255,145	282,570	1,736,533	1,710,611
Civic	12,794	17,294	82,808	85,033
Accord	33,448	22,960	191,754	192,818
HONDA	46,242	40,254	274,562	277,851
MX-6	2,495	870	15,048	17,374
626	4,261	4,005	29,600	36,266
MAZDA	6,756	4,875	44,648	53,640
Eclipse	5,600	4,174	36,740	32,310
Mirage	940	2,531	8,152	12,344
MINI	6,540	6,705	44,892	44,654
NISSAN Sentra	11,702	11,001	89,467	72,823
Corolla	20,596	16,323	89,470	74,103
Camry	18,067	25,951	121,298	118,840
TOYOTA	38,863	42,274	218,768	192,943
SUBARU Legacy	5,816	6,063	32,542	30,222
SUZUKI Swift	1	88	110	445
DOMESTIC TOTAL	586,533	578,721	3,740,318	3,675,978
IMPORT TOTAL	167,819	194,649	1,196,848	1,235,728
INDUSTRY TOTAL	754,352	773,370	4,937,166	4,911,706

*Includes units produced in Mexico.

Source: Automotive News Data Center

Sales slump resumes in Japan

MARY ANN MASKERY

Staff Reporter

TOKYO — July sales of cars and trucks in Japan were down 5.6 percent to 541,599, continuing the downward trend after a slight upturn in June.

Analysts now believe the indus-

try is likely to post a second consecutive year-to-year decline, something that did not happen even during the oil shocks of the 1970s.

July sales returned to the pattern of earlier months, said Keith Donaldson of Salomon Brothers —

an average decline of 5 percent, following the 0.5 percent blip of growth in June.

"July was in line with what should have been expected, but people were unjustifiably excited by June," he said.

Sales of cars and trucks for the first seven months of this year totaled 3.3 million, down 4.9 percent from 1991.

In July, sales of cars over 2.0 liters, the one segment that has shown consistently strong growth since 1989, rose 2.1 percent to 71,150. In stronger days, that class showed year-to-year gains of 45 and 50 percent.

"There may still be some growth in the segment," Donaldson said, "but the top end is weak. Most of the expansion in the last year was supported by the move from 2.0-liter to 2.5-liter engines."

Celsior (Lexus) and Infiniti reflected the softness of the luxury sector, with Celsior sales at 1,755 units, down 52.1 percent from 1991, and the Infiniti Q45 at 151, down 38.6 percent.

Small-car sales, the bulk of the market, continued to decline. They were down 8.7 percent in July to 311,105.

Large-truck sales were down 26.1 percent to 11,023. Small-truck deliveries, buoyed by steady sales of RVs, were off only 0.1 percent.

Mitsubishi Motors Corp. and Suzuki Motor Co. were the only gainers in July, and both had strong RV sales.

Mitsubishi was up 9.0 percent to 50,239, with the Pajero (Montero), its lead seller, up 59 percent to 8,632.

Suzuki was up 24.6 percent to 4,902, compared with a weak showing the previous year. Its big seller in July was the Escudo (Sidekick/Geo Tracker), up 16.2 percent to 2,874.

Four companies posted double-digit declines: Mazda Motor Corp., down 17.9 percent to 40,000; Honda Motor Co., down 12.6 percent to 35,261; Isuzu Motors Ltd., down 15.5 percent to 14,568; and Daihatsu Motor Co., down 19.2 percent to 2,482.

Toyota Motor Corp. and Nissan Motor Co. Ltd. reported lesser losses. Toyota sales declined 2.5 percent to 227,163 in July, and Nissan dropped 8.1 percent to 130,430.

Sales of mini vehicles (under 660 cc) continued their sharp decline, down 10.1 percent to 143,982.

Imports fell 6.2 percent to 18,306, with Volkswagen a notable exception.

VW sales reversed what had been a steady decline, rising 8.5 percent to 3,807, largely because right-hand-drive Golfs were available after a several-month delay in delivery.

Sales of Audi, BMW and Mercedes-Benz declined, as did big-ticket models throughout the market.

Audi was down 33.6 percent to 1,121; BMW dipped 16.7 percent to 2,402; and Mercedes-Benz was off 19.8 percent to 2,356.

General Motors sales continued their decline of the last few months after a strong showing for the better part of a year. GM's July deliveries totaled 848, down 8.7 percent from 1991.

But Ford Motor Co. was up 11 percent to 363, and Chrysler Corp. rose 54.8 percent to 195.

Honda remained the top seller of American-made cars with 2,516, up 83.9 percent.

LIGHT-TRUCK SALES, JULY & YTD

	July 1992	July 1991	7 Mos. 1992	7 Mos. 1991
Town & Country.....	1,457	313	9,337	2,239
Total Chrysler.....	1,457	313	9,337	2,239
Vans.....	5,326	4,416	34,630	28,762
Ram Wagon.....	1,105	1,756	13,567	12,244
Caravan.....	18,551	18,756	146,966	123,919
Caravan C/V.....	669	589	5,251	6,453
Ram 50 (imported)	427	293	2,834	2,567
Ramcharger.....	337	436	2,508	3,672
Dakota.....	10,513	7,048	75,999	47,364
Pickups.....	6,178	7,082	49,386	49,325
Total Dodge.....	43,106	40,376	331,141	274,306
Voyager.....	15,765	16,787	121,726	102,792
Total Plymouth.....	15,765	16,787	121,726	102,792
Wrangler.....	3,501	5,234	32,434	28,624
Cherokee.....	8,835	11,419	78,518	66,610
Grand Cherokee.....	7,273	423	28,267	2,473
Comanche.....	208	499	2,454	3,993
Total Jeep.....	19,817	17,575	141,673	101,703
CHRYSLER CORP.....	80,145	75,051	603,877	481,040
Vans.....	11,867	10,822	72,524	61,559
Aerostar.....	14,434	14,347	102,674	89,909
Club Wagon.....	2,809	1,659	21,234	13,040
Ranger.....	22,966	22,421	159,922	145,393
Bronco.....	2,080	2,187	14,686	15,331
Explorer.....	25,867	22,333	177,840	144,912
Pickups.....	41,742	39,552	265,810	231,416
Total Ford Division.....	121,765	113,321	814,690	701,560
Villager.....	370	0	370	0
Total Mercury.....	370	0	370	0
FORD MOTOR CO.....	122,135	113,321	815,060	701,560
Vans.....	9,026	8,861	51,300	48,835
Sportsvan.....	543	654	4,925	5,874
Geo Tracker (domestic)	3,809	3,676	21,018	19,768
Geo Tracker (imported)	2		2	21
Astro.....	10,385	8,170	73,313	67,445
Lumina APV.....	3,637	4,812	28,314	30,041
S10.....	18,872	19,620	114,265	125,226
S10 Blazer.....	14,239	11,274	81,975	71,207
Blazer.....	1,780	917	10,164	6,499
Suburban.....	5,301	3,873	27,872	23,713
Pickups.....	39,086	38,896	254,249	238,498
Total Chevrolet.....	106,460	100,755	667,397	637,129
Vans.....	3,759	3,478	20,632	19,424
Safari.....	3,733	3,605	24,632	20,635
S15/Sonoma.....	4,377	4,153	28,673	26,746
S15 Jimmy.....	3,951	2,768	21,659	17,170
Yukon/Jimmy.....	475	211	2,864	1,669
Suburban.....	1,871	1,783	10,940	9,733
Pickups.....	13,904	11,458	83,077	70,139
P Model.....	235	340	1,130	1,497
W4.....	165	77	1,349	742
Total GMC.....	32,470	27,873	194,956	167,755
Silhouette.....	1,158	2,618	9,683	11,629
Bravada.....	684	1,035	7,545	6,012
Total Oldsmobile.....	1,842	3,653	17,228	17,641
Trans Sport.....	2,268	2,204	18,783	13,239
Total Pontiac.....	2,268	2,204	18,783	13,239
GENERAL MOTORS.....	143,040	134,485	898,364	835,784
DAIHATSU Rocky.....	101	194	2,197	1,845
Pickup (domestic).....	-2,219	904	12,834	10,353
Pickup (imported).....	324	803	4,923	12,849
Amigo.....	909	736	5,126	4,740
Trooper.....	1,103	2,575	6,004	15,326
Rodeo (domestic).....	3,628	1,959	22,698	14,235
ISUZU.....	8,183	6,977	51,585	57,503
LAND ROVER.....	241	240	1,928	1,639
Pickup.....	4,436	6,725	28,953	33,683
MPV.....	3,635	5,408	20,135	31,739
Navajo (domestic).....	916	921	4,735	5,873
MAZDA.....	8,989	13,054	53,623	71,295
Pickup.....	1,622	1,680	8,638	11,109
Montero.....	480	769	3,849	5,824
Van.....	0	0	2	57
MITSUBISHI.....	2,102	2,449	12,489	16,990
Pickup (domestic).....	8,455	14,584	69,262	76,312
Pathfinder.....	2,944	4,156	17,223	21,925
Quest.....	169	0	169	0
Axess.....	0	5	0	309
Van.....	0	0	0	5
Hawaii.....	198	0	1,786	785
NISSAN.....	11,766	18,745	88,448	99,330
Samurai.....	341	396	2,139	3,040
Sidekick (domestic).....	408	348	3,170	2,180
Sidekick (imported).....	1,135	633	5,559	5,041
SUZUKI.....	1,884	1,377	10,868	10,261
Pickup (domestic).....	8,373	0	26,285	0
Pickup (imported).....	10,158	16,581	73,838	92,307
Previa.....	3,556	5,126	25,868	31,613
4Runner.....	3,565	4,234	21,178	24,565
Land Cruiser.....	667	751	4,201	4,763
TOYOTA.....	26,319	26,682	151,378	163,448
VW Eurovan/Vanagon	76	682	622	3,815
DOMESTIC TOTAL.....	389,059	341,278	2,453,618	2,124,729
IMPORT TOTAL.....	35,922	51,900	237,005	309,387
INDUSTRY TOTAL.....	484,981	393,267	2,690,623	2,434,096
† 1991 figures include Jeep Grand Wagoneer				
Sales share credited by Karmann Donkervoort				
Source: Automotive News Data Center				

5 imports post new rebates for cleanup days

ARLENA SAWYERS

Staff Reporter

Toyota, Honda, Mitsubishi, Subaru and Suzuki are trying to help dealers clear out 1991 and 1992 models with new incentive and/or lease plans.

Chrysler Corp. is paying dealer rebates on 1991 and 1992 Chrysler

incentive

WATCH

Imperial and New Yorker models, and Ford Motor disclosed a bunch of customer incentives on 1991 models to go along with payments on 1993s and 1992s.

Toyota Motor Sales U.S.A. Inc. is paying dealer incentives on 1992 Corollas and 1991 and 1992 Tercels, Celicas and pickups. Car incentives range from \$200 to \$1,000; truck incentives are \$300 to \$1,000. Payment amounts are based on the dealer's performance against quota. Toyota's program expires Sept. 2.

American Honda Motor Co. Inc. is offering dealer incentives

of \$500 on the 1992 Accord and \$400 on the 1992 Civic until Sept. 30.

Mitsubishi Motor Sales of America dealers are eligible for incentives based on combined sales of the 1992 Eclipse and sales and leases of the 1992 Expo, excluding the Expo LRV. Beginning with the sixth sale or lease, dealers earn \$500; the payments increase incrementally to \$1,200 with the 51st unit. The \$1,200 payment is retroactive to the 26th unit.

Also, Mitsubishi dealers may choose a cash rebate on either the 1992 Galant or pickup. Beginning with the sixth sale, dealers earn \$500; the payments increase incrementally to \$1,200 with the 51st sale. This program expires on Sept. 30.

Special lease plans are being offered to Mitsubishi customers

through August.

Under its Triple Diamond Lease program, Mitsubishi is continuing its \$500 down/\$149-a-month, five-year offer on the 1991 and 1992 base Eclipse. Eclipses leased under this program are not eligible for dealer incentives. A luxury lease program offers the 1992 Diamante LS, 3000GT SL and Montero SR for \$1,000 down and \$399 a month for up to 36 months.

Subaru of America Inc.'s dealer incentive program pays \$800 on the 1992 Loyale all-wheel-drive wagon and \$500 to \$3,000 on the 1992 Legacy. The amount of the Legacy rebate is tied to trim level, whether it was invoiced before or after Feb. 4 and whether it has an airbag.

On the 1992 SVX, the dealer may

choose a \$2,000 incentive or lease the vehicle at \$399 a month for 48 months. Subaru's program expires Nov. 3.

American Suzuki Motor Corp.'s dealer incentives are \$500 to \$1,000 on the 1992 Swift; \$300 to \$500 on the 1993 Swift; \$700 to \$1,000 on the 1992 Sidekick; and \$300 to \$600 on the 1993 Sidekick. The program expires Oct. 2.

Through the end of August, **Chrysler** is paying rebates of \$1,000 to \$2,000 to dealers on the 1991 and 1992 Chrysler New Yorker Fifth Avenue, New Yorker Salon and Imperial. The payments are based on performance against quota.

Until Sept. 23, **Ford Motor** is offering rebates of \$400 to \$2,000 to buyers of 1991 Ford and Mercury cars and Ford trucks. **■**

Britain considers tax hike on company cars

ED WENDT

Staff Correspondent

LONDON — A new income tax proposal by the British government would make it more expensive for employees who drive expensive company cars.

Some industry officials believe the proposal will maim or kill the remaining British luxury car makers.

The government proposal is significant because more than half of the cars in Britain are company-owned and driven by employees as part of their compensation, for which they pay income tax.

Chancellor of the Exchequer Norman Lamont plans to replace the current system, which is based primarily on engine size, with one based solely on price.

Company cars are currently taxed on a fixed value determined by the vehicle's place in one of five bands, or ranges of engine size within a particular price range.

Under the proposed system, which will come before Parliament for approval in 1993, taxes on Jaguars, Mercedes, BMWs and top-of-the-range Rovers would go up by 40 percent. Owners of Rolls-Royces

and Porsches would pay 35 percent more tax.

The owners of smaller, less expensive, more fuel-efficient models such as the Ford Sierra and the Vauxhall Cavalier, will pay 10 percent less tax.

Leading auto industry groups welcomed the government's decision to reform the company system, but are not satisfied with the new proposal. Most seem to favor a system based on a car's actual price, not a system of price ranges.

"We are extremely concerned about drivers of mid-range executive cars who may face an increase in their taxation of as much as 40 percent," said a spokesman for the Society of Motor Manufacturers and Traders. "This factor will cause market distortion."

Jaguar Cars Ltd., already suffering from a severe decline in world car sales, criticized the price banding proposal.

"We support the view that a company car driver's tax liability should be based on a straightforward percentage of the vehicle's retail price," said Jaguar Cars Ltd. product manager Joe Greenwell.

He said that under the proposal, "Some of our customers will win and some will lose."

Graham Sayles, financial analyst for Ludvigsen Associates, accused the government of using the environment as a "smoke screen" to push through the new tax scheme.

"They are trying to persuade people to drive cars that use less petrol," said Sayles. "That is a lot of rubbish."

"It is not the job of the Treasury to try and guide the consumer," he said.

Sayles warned that the proposal, if implemented, "will kill off the remaining luxury car makers in the United Kingdom. It is going to be terrible news for Rolls-Royce and Jaguar." **■**

INCENTIVE WATCH—DEALER INCENTIVES

NEW PROGRAMS

HONDA (1992 models; expires Sept. 30)
Accord \$500
Civic \$400

INCENTIVE WATCH—DEALER INCENTIVES

MINI (1992 models; expires Sept. 30)
Expo/Eclipse (combined) 0-\$1,200, based on number sold

Galant or pickup (dealer's choice) 0-\$1,200, based on number sold

SUBARU (1992 models; expires Nov. 3)

Legacy (invoiced before Feb. 4) \$500-2,500

Legacy (invoiced after Feb. 3) \$1,000-3,000

SVX \$2,000

Loyale awd wagon \$800

SUZUKI (expires Oct. 2)

Swift (1993) \$300-500

Swift (1992) \$500-1,000

Sidekick (1993) \$300-600

Sidekick (1992) \$700-1,000

TOYOTA (1991-92 models; expires Sept. 2)

Corolla (1992 only) \$800-\$1,000, quota

Celica \$600-800, quota

Tercel \$200-\$400, quota

Pickup, base \$800-1,000, quota

Other pickup \$300-500, quota

CONTINUING PROGRAMS

AUDI (1991 models; no expiration date)

Audi 100 and 200 \$1,500

Audi 90 \$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991) \$10,000

CHEVROLET (1992 models; expires Sept. 23)

Corvette ZR-1 \$2,000

Other Corvette \$1,000

G van conversion \$1,000

CHRYSLER (1991-92 models; expires Aug. 31)

Imperial, all New Yorker \$1,000-2,000, quota

FORD (1992 models; expires Sept. 23)

Taurus SHO (demos) \$2,000

Econoline van conversion \$750

GMC (1992 models; expires Sept. 23)

G van conversion \$750-1,000, quota

ISUZU (expires Sept. 30)

Impulse (1991) \$2,500

Impulse (1992) \$1,500

Stylus (1991 Calif.) \$800-2,000

Stylus (1991) \$800-1,100

Stylus (1992) \$500

*Pickup (1991-'92) \$800-1,600

*Rodeo (1991-'92) \$400-1,400

*Dealer can choose flat payment or one based on number sold.

Dealer has the option to sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan \$5,000

Esprit Turbo \$11,000-15,000

MAZDA (1992 models; expires Sept. 30)

Maxima SE \$250

Sentra 2-dr. \$800

Other Sentra \$950

Maxima GXE \$1,000

240SX (except conv.) \$1,000

Stanza \$2,000

Pickup \$1,750

PEUGEOT (no expiration date)

405 \$5,000

505 \$6,000

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP. (Expires Aug. 31; 1991-92 models unless otherwise indicated; in lieu of rebates, finance rates of 4.9 to 9.9 percent are offered.)

Chrysler Imperial, New Yorker, Fifth Avenue \$1,500

LeBaron Coupe, (1991-93) \$1,500

Imperial ('93), Fifth Ave. ('93) \$1,250

New Yorker Salon, LeBaron sedan and convertible \$1,000

New Yorker Salon ('93) \$750

Dodge Daytona ('91) \$1,500

Spirit, Dynasty \$1,000

Daytona ('92-93) \$1,000

Dynasty ('93) \$750

Shadow \$700

Colt 3-dr. (excludes Calif. and Hawaii) \$700

Dodge Ramcharger \$2,000

Ram pickup (gas, '91-93) \$1,500

Ram wagon, van/ conversion ('91-93) \$1,000

Dakota, Ram 50 \$500

Eagle Talon (awd) \$1,500

Talon (2wd) \$1,000

Summit 4 door \$1,000

Summit 3-dr. (except Calif. and Hawaii) \$700

Summit wagon ('92) \$500

Jeep Cherokee \$1,500

Wrangler, Comanche \$500

Cherokee ('93) \$500

Plymouth Laser (awd) \$1,500

Acclaim, Laser (2wd) \$1,000

Sundance \$700

Colt 3-dr. (except Calif. and Hawaii) \$700

Vista \$500

MINIVANS Short wheelbase \$500

Caravan C/V short and long w.b. \$500

Long wheelbase (Calif. and Hawaii only) \$500

FORD MOTOR CO.

1993 models

Expires Sept. 23. In lieu of rebates, 7.9 percent financing is available.

Ford Festiva \$500

Escort (regional) 0-\$400

Mercury Capri \$500

Tracer (regional) 0-\$400

1992 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

1991 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Ford Probe (regional) \$1,500-2,000

Thunderbird \$1,500

Mustang (regional) \$1,000-1,500

Taurus SHO \$600-1,000

Other Taurus (regional) \$400-1,000

Tempo \$400

Ford Econoline E-150 \$1,300

RV pkg. \$1,000

Bronco \$1,000

Aerostar (regional) \$400-1,000

Ranger, F series, Econoline, Club Wagon \$400

Mercury Capri \$2,000

Cougar \$1,500

Tracer LTS (regional) \$400-1,500

Other Tracer, Sable (regional) \$400-1,000

Topaz \$400

GENERAL MOTORS

1992 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 6.9 percent are offered. Some rebates vary by regions.

Buick Century \$250-1,000

LeSabre \$500-1,250

Skyline \$750-1,500

Regal \$750-1,500

Roadmaster, Park Avenue \$1,000

Riviera \$2,000

Rebates based on option package ordered.

1991 models

Expires Sept. 23. In lieu of rebates, financing rates of 2.9 to 7.9 percent are offered.

Cadillac DeVille, Brougham, Fleetwood \$2,500

Chevrolet Geo Metro (manual), Camaro, Corsica, Beretta, Caprice \$500

Geo Metro (automatic) \$700

Cavalier \$750

Geo Metro conv. \$1,000

Geo Storm, Geo Prizm, Lumina \$1,500

Chevrolet C/K pickups \$300

Astro, G-Van \$500

Geo Tracker (2wd), S/T pickup \$750

Lumina APV \$1,000

Geo Tracker (4wd) \$1,000

G-Van Upfit \$1,300

S/T Blazer \$2,000

GMC G-Van, Safari \$500

Sonoma \$750

Jimmy (exclude Typhoon) \$2,000

Oldsmobile Silhouette, Eighty Eight \$500-1,000

Cutlass Supreme \$500-1,250

Custom Cruiser, Bravada \$500-2,000

Toronado \$500-2,500

Achieva \$750

Cutlass Ciera \$1,000

Ninety Eight \$1,500

Some rebates may vary by region.

Pontiac Sunbird, Grand Am \$500

Grand Prix \$500-750

Bonneville, Firebird \$750

Trans Sport \$750

Rebates vary by geographical areas.

1991 models

Chevrolet Geo Storm (expires Sept. 23) \$750

HYUNDAI (expires Oct. 2)

Sonata ('91) \$2,000

Excel ('91) \$1,200

Scoupe SE ('91) \$1,000

Other Scoupe ('91) \$1,500

Sonata ('92) \$1,500-2,000

Elantra ('92) \$750-1,000

Excel ('92) \$500-750

Scoupe ('92) \$500-750

MAZDA (1992 models, expire Sept. 8)

Protege, MX-6 \$1,400

626 \$1,200

MPV \$1,000

Navajo \$750-1,500

Pickups \$750-1,000

Navajo and pickup rebates vary by model and region.

production

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/week
FORD		
Lorain, Ohio	8/10, 8/14	3,800
Ford Thunderbird		
Mercury Cougar		
Edison, N.J.		
Ford Ranger		
Twin Cities (St. Paul, Minn.)		
Ford F series		
Ford Ranger		
GENERAL MOTORS		
Willow Run, Mich.	8/10, 8/14	
Buick Roadmaster Estate wagon	200	
Chevrolet Caprice sedan & wagon	1,500	
Olds Custom Cruiser wagon	0	
Doraville, Ga.		
Olds Cutlass Supreme	1,500	
Oshawa, Ontario (No. 1)		
Chevrolet Lumina	2,500	
Oshawa, Ontario (No. 2)		
Buick Regal	2,500	
Chevrolet Lumina	2,500	
Total U.S. car		
Total Canada car		
Total units lost week of 8/10		

*Plant closed until September for model changeover
Source: Automotive News Data Center

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 8/3- 8/9/92	Actual 7/27- 8/1/92	July Total	Year 1/1- 6/30/92	Year 1/1- 6/30/91		Est. 8/3- 8/9/92	Actual 7/27- 8/1/92	July Total	Year 1/1- 6/30/92	Year 1/1- 6/30/91
Concorde (Can.)	4	0	14	18	0	S10 Blazer (Trk.)	2,427	0	6,241	76,064	19,036
LeBaron A.	50	0	3	50	0	Sportovan (Trk.)	0	0	0	11,405	24,781
LeBaron J.	200	0	3,429	33,943	18,697	Sportovan (Can. Trk.)	1,300	0	3,173	45,280	32,147
New Yorker	0	0	307	9,123	4,773	Suburban (Trk.)	1,294	0	3,831	31,203	18,656
Fifth Avenue	1,200	1,100	2,642	23,770	20,897	Total Chevrolet	35,141	0	104,051	1,214,126	1,167,344
Imperial	200	173	225	3,133	4,563	Achieva/Cadette	364	0	6,009	71,587	34,816
Town & Country (Trk.)	150	0	949	9,191	1,942	Cutlass Ciera	2,488	0	4,431	76,574	48,233
Total Chrysler Div.	1,804	1,273	7,567	79,228	50,672	Cutlass Ciera (Can.)	0	0	0	0	41,089
Sundance	1,700	1,847	3,827	36,402	30,905	Cutlass Supreme	0	0	2,376	47,378	62,007
Acclaim	1,300	0	3,484	44,485	48,338	Tornado	0	0	47	3,280	2,915
Voyager (Trk.)	2,400	2,066	6,186	58,940	54,717	Eighty Eight	1,213	0	3,339	42,371	45,704
Voyager (Can. Trk.)	3,186	2,589	5,905	77,438	63,705	Custom Cruiser wag.	0	0	0	1,927	5,588
Total Plymouth	8,586	8,582	19,382	217,295	197,065	Ninety Eight	0	0	0	18,150	49,319
Intrepid (Can.)	628	190	601	1,613	0	Silhouette (Trk.)	21	0	827	8,959	12,980
Daytona	550	550	1,061	8,464	4,936	Bravada	224	0	273	7,390	9,803
Shadow	1,850	1,848	4,299	57,546	36,115	Total Oldsmobile	4,829	0	17,192	277,685	312,250
Dynasty	2,350	2,009	5,127	51,791	66,450	Sunbird	175	0	3,904	52,816	72,003
Spirit	1,150	0	3,000	43,197	43,369	Grand Am	4,590	0	15,456	149,548	87,061
Viper	0	0	22	83	0	Firebird	738	0	1,590	15,295	10,416
Monaco (Can.)	0	0	0	0	5,703	Grand Prix	694	0	5,990	65,454	62,417
Caravan (Trk.)	3,200	2,994	9,035	77,680	65,183	Pontiac 6000	0	0	0	0	19,603
Caravan (Can. Trk.)	3,364	2,683	6,020	100,509	84,518	Bonneville	1,000	0	6,024	58,074	36,673
Caravan CV (Trk.)	50	6	36	1,931	2,109	Trans Sport (Trk.)	83	0	3,387	24,766	15,961
Caravan CV (Can. Trk.)	30	0	0	4,425	11,913	Total Pontiac	7,285	0	38,351	386,953	384,134
Dakota (Trk.)	3,200	2,841	7,086	83,086	46,612	Yukon-Jimmy (Trk.)	206	0	538	4,358	1,376
Ram pickup (Trk.)	1,000	939	1,682	34,034	46,662	Medium (Trk.)	429	0	819	12,806	1,361
Ram wagon (Can. Trk.)	350	178	633	13,733	12,683	P-model (Trk.)	69	0	193	1,968	1,675
Ram van (Can. Trk.)	1,610	1,586	3,801	41,083	23,353	Pickup (Trk.)	962	0	8,094	60,717	75,826
Total Dodge	19,352	15,824	43,181	519,175	448,968	Pickup (Can. Trk.)	1,250	0	1,556	40,267	31,428
Vision (Can.)	308	307	1,313	1,237	0	Syclone-Sonoma (Trk.)	797	0	2,905	28,815	38,976
Premier (Can.)	0	0	0	0	6,591	Typoon-S15 Jimmy (Trk.)	479	0	1,917	23,949	6,787
Cherokee (Trk.)	3,000	3,016	10,708	80,669	77,302	Safari (Trk.)	1,030	0	2,278	36,201	22,996
Comanche (Trk.)	0	0	0	915	2,997	Suburban (Trk.)	803	0	1,789	19,360	15,399
Grand Cherokee (Trk.)	2,500	2,179	6,348	42,767	1,560	Vandura (Trk.)	0	0	0	5,803	11,274
Briarwood (Trk.)	0	0	0	325	1,621	Vandura (Can. Trk.)	500	0	1,354	20,016	13,973
Wrangler (Trk.)	550	565	896	1,382	0	Total GMC	6,525	0	19,423	254,180	218,980
Wrangler (Can. Trk.)	0	0	0	29,026	35,306	Total Saturn	5,810	0	11,228	129,001	58,986
Total Jeep-Eagle	8,358	6,067	19,267	158,321	125,377	Total U.S. car	34,388	0	119,734	1,478,218	1,382,980
Total U.S. car	18,550	7,827	28,122	311,967	278,843	Total Can. car	7,450	0	18,548	286,332	245,210
Total Can. car	940	497	1,929	2,868	12,294	Total U.S. truck	23,858	0	72,842	775,234	883,814
Total U.S. truck	16,650	14,086	42,929	380,920	386,785	Total Can. truck	6,468	0	18,215	215,406	168,154
Total Can. truck	6,580	7,836	16,259	286,214	231,478	GENERAL MOTORS	72,274	0	221,131	2,675,198	2,481,967
CHRYSLER CORP.	36,180	29,746	89,237	971,989	823,329	Can. car	900	0	4,400	62,242	64,520
Escort	0	0	11,686	103,473	123,597	Can. Trk.	500	0	2,775	38,406	28,823
Mustang	2,364	2,777	5,249	58,420	53,299	CAM	1,408	0	7,175	100,840	93,343
Tempo	2,923	3,455	10,213	82,902	60,011	DIAMOND-STAR*	2,192	2,218	9,185	87,441	94,822
Tempo (Can.)	2,684	3,361	4,615	74,437	65,486	Civic	2,235	2,100	8,032	59,435	55,083
Taurus	3,750	6,321	27,432	233,237	192,818	Civic (Can.)	1,790	2,056	8,228	65,908	64,993
Thunderbird	0	2,091	6,435	52,383	47,878	Accord	6,587	7,475	27,827	229,122	219,768
Crown Victoria (Can.)	2,346	2,994	7,032	66,002	54,830	Total U.S. car	8,822	9,575	35,898	286,557	274,851
Aerostar (Trk.)	4,006	4,200	12,406	111,245	100,787	Total Can. car	1,788	2,868	8,228	85,980	94,989
Bronco (Trk.)	685	662	2,107	14,786	9,176	HONDA	10,582	11,631	43,887	354,485	339,819
Explorer (Trk.)	5,682	6,727	19,806	186,066	160,290	HYUNDAI Sonata (Can.)	240	0	184	6,995	17,544
Mustang Navajo (Trk.)	0	0	0	2,982	6,357	AUTOALLIANCE*	5,772	4,788	17,884	87,737	96,824
Econoline (Trk.)	4,462	4,449	13,034	118,273	85,204	U.S. Trk.	1,550	1,533	3,835	30,500	44,710
Heavy (Trk.)	963	918	1,961	27,273	20,978	Can. Trk.	197	200	508	5,191	4,308
Light truck (Trk.)	6,226	9,600	25,859	263,856	181,426	NAVISTAR	1,747	1,733	4,143	44,891	48,198
Light truck (Can. Trk.)	2,347	0	1,224	78,675	60,706	Altima	1,100	906	2,173	3,273	0
Ranger (Trk.)	1,463	1,723	5,032	156,883	157,636	Sentra	1,910	2,213	8,673	73,663	80,600
Total Ford Division	39,821	51,778	194,896	1,630,513	1,389,479	Pickup (Trk.)	2,840	2,782	10,828	79,173	79,456
Topaz	1,045	1,455	4,421	36,425	29,534	NISSAN	5,850	5,931	21,474	196,389	188,885
Topaz (Can.)	1,156	1,334	1,917	29,730	21,533	Geo Prizm	1,530	1,582	6,599	53,012	60,423
Cougar	0	1,275	4,014	34,235	39,330	Toyota Corolla	2,420	2,487	10,468	73,428	66,960
Sable	1,720	2,659	8,574	77,201	63,700	Toyota Pickup (Trk.)	1,930	1,928	7,645	37,896	0
Grand Marquis (Can.)	2,214	2,782	6,829	63,001	56,957	HUMMER	5,880	6,887	24,712	164,336	127,383
Villager (Trk.)	541	438	1,210	3,957	0	Legacy	1,200	1,150	3,995	35,510	34,747
Nissan Quest (Trk.)	316	286	784	2,379	0	Pickup (Trk.)	565	554	1,836	14,155	0
Total Mercury	6,982	10,211	27,749	246,968	211,054	Rodeo (Trk.)	935	874	3,073	25,320	0
Continental	787	742	2,410	23,140	33,907	Total U.S. car	1,206	1,150	3,995	35,510	34,747
Mark VII	0	0	0	2,375	5,941	Total U.S. truck	1,308	1,428	4,909	39,475	31,883
Town Car	2,367	2,227	7,247	69,367	79,810	SUBARU-ISUZU	2,708	2,878	9,804	74,985	65,848
Total Lincoln	3,154	2,989	9,657	94,802	119,658	Camry	4,885	4,910	19,205	145,874	132,809
Total L-M Division	18,148	13,180	37,486	341,850	338,712	Corolla (Can.)	1,500	1,515	6,225	45,612	39,380
Total U.S. car	14,958	25,882	87,883	773,158	738,825	TOYOTA	8,385	8,425	25,488	191,486	172,199
Total Can. car	8,490	18,481	28,283	233,778	198,889	VOLVO 740, 940 (Can.)	0	0	484	3,915	5,145
Total U.S. truck	24,384	29,085	62,261	688,786	721,854	AM GENERAL (Trk.)	300	300	1,400	11,180	12,408
Total Can. truck	2,347	0	1,224	78,675	60,706	MISCELLANEOUS (Trk.)**	1,920	1,920	8,900	71,940	81,870
FORD MOTOR CO.	58,067	64,408	191,581	1,972,263	1,729,191	Total U.S. car	89,903	82,408	349,168	3,382,058	3,242,882
Skyline	465	0	1,791	34,878	27,510	Total Canada car	21,190	14,819	88,282	827,842	847,877
Century	1,804	0	3,374	50,507	53,020	Total U.S.-Canada Car	111,993	77,889	400,442	4,819,780	3,889,879
Regal (Can.)	2,500	0	6,064	62,276	71,516	Total U.S. truck	74,312	83,882	234,888	2,331,180	1,986,052
Riviera	34	0	664	7,280	13,638	Total Canada truck	18,894	7,236	38,961	683,882	446,589
Park Avenue	758	0	3,462	35,528	68,119	Total U.S.-Canada truck	92,316	90,738	286,089	2,804,962	2,431,411
LeSabre	3,080	0	9,675	96,848	35,193	TOTAL U.S.	184,215	115,982	584,048	6,723,138	5,287,864
Roadmaster sedan	1,197	0	2,632	26,522	14,886	TOTAL CANADA	38,194	21,705	91,253	1,231,534	1,138,438
Roadmaster wagon	0	0	412	6,857	18,878	TOTAL U.S.-CANADA	223,409	137,747	675,311	8,954,992	8,341,298
Resata	0	0	0	0	1,206	CAR & TRUCK	223,409	137,747	675,311	8,954,992	8,341,298
Total Buick	9,838	0	28,124	329,496	302,888	*Estimate					
Elorado	40	0	1,184	21,315	6,551	**1991 figures reflect Grand Wagoneer production.					
Seville	86	0	2,290	31,202	14,532	HCAM includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick					
Brougham	183	0	233	2,353	11,245	trucks; Diamond-Star includes Eagle Summit and Tahoe, Mitsubishi Eclipse and Mirage and					
Deville	2,782	0	0	66,795	92,286	Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.					
Atlanta	64	0	153	1,163	1,945	**Estimates for Buick, Volvo-White, Camaro-B, Pontiac, Freightliner, Mercedes-Benz.					
Total Cadillac	3,196	0	4,178	122,828	128,989	Source: Automotive News Data Center					
Cavalier	468	0	9,483	128,132	156,624						
Camaro	1,972	0	4,182	42,778	30,788						
Corsica-Beretta	3,996	0	10,284	120,136	156,640						
Lumina (Can.)	4,950	0	12,446	144,056	132,605						
Caprice	55	0	8,052	70,808	81,442						
Corvette	295	0	1,047	12,851	13,135						
Astro (Trk.)	2,810	0	7,076	86,137	92,500						
Blazer (Trk.)	595	0	1,406	14,191	5,400						
Lumina APV (Trk.)	134	0	2,986	27,433	24,370						
Mediums (Trk.)	151	0	491	4,152	863						
P-model (Trk.)	1,815	0	1,464	14,842	12,118						